

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 1, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	29.9	24,370
2	WORLD SERIES GAME #3(S)	29.0	23,640
3	WORLD SERIES GAME #2(S)	28.8	23,470
4	WORLD SERIES GAME #4(S)	28.4	23,150
5	ABC MOVIE SPECIAL(S)	27.4	22,330
6	DALLAS	27.2	22,170
7	WORLD SERIES GAME #5(S)	26.4	21,520
8	JEFFERSONS	24.3	19,800
9	60 MINUTES	24.2	19,720
10	DUKES OF HAZZARD	24.0	19,560
11	VALLEY OF THE DOLLS PT 1(S)	23.7	19,320
12	ALICE	23.1	18,830
12	M*A*S*H#	23.1	18,830
14	CALLIE AND SON(S)	22.5	18,340
15	THREE'S COMPANY#	22.3	18,170
16	TODAY'S FBI#	22.1	18,010
17	ONE DAY AT A TIME	21.9	17,850
17	WORLD SERIES PRE GAME #1(S)	21.9	17,850
19	TRAPPER JOHN, M.D.	21.2	17,280
20	COUNTRY MUSIC AWARDS(S)	20.8	16,950
21	TOO CLOSE FOR COMFORT#	20.7	16,870
22	MORK & MINDY	20.5	16,710
23	AMER. LEAGUE CHAMP GM 1(S)	20.4	16,630
23	ARCHIE BUNKER'S PLACE	20.4	16,630

CONT'D

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #3(S)	18.6	40,140
2	WORLD SERIES GAME #1(S)	18.4	39,720
3	DUKES OF HAZZARD	18.4	39,670
4	WORLD SERIES GAME #2(S)	18.1	39,110
4	WORLD SERIES GAME #5(S)	18.1	39,110
6	WORLD SERIES GAME #4(S)	17.6	37,970
7	DALLAS	17.5	37,800
8	ABC MOVIE SPECIAL(S)	16.5	35,580
9	THREE'S COMPANY#	16.4	35,270
10	M*A*S*H#	16.1	34,680
11	TODAY'S FBI#	15.9	34,360
12	HAPPY DAYS#	15.5	33,520
13	60 MINUTES	15.5	33,500
14	LAVERNE & SHIRLEY#	15.5	33,410
15	MORK & MINDY	15.4	33,170
16	JEFFERSONS	15.3	33,090
17	ALICE	15.0	32,450
18	CBS SAT. NIGHT MOVIE	15.0	32,270
19	LITTLE HOUSE-PRAIRIE	14.7	31,680
20	WALT DISNEY	14.7	31,610
21	WORLD SERIES PRE GAME #1(S)	14.4	31,010
22	ONE DAY AT A TIME	14.0	30,140

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	HAPPY DAYS#	20.2	16,460
26	MARGIN FOR MURDER(S)	20.1	16,380
27	LAVERNE & SHIRLEY#	19.9	16,220

CONT'D

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 25, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MOVIE SPECIAL(S)	25.7	21,740
2	DALLAS	24.0	20,350
3	VALLEY OF THE DOLLS PT 1(S)	21.5	18,190
4	WORLD SERIES GAME #3(S)	20.7	17,560
5	JEFFERSONS	20.4	17,280
6	ALICE	19.9	16,890
7	60 MINUTES	19.2	16,260
8	M*A*S*H#	19.1	16,200
9	WORLD SERIES GAME #5(S)	18.8	15,910
10	CALLIE AND SON(S)	18.5	15,670
11	COUNTRY MUSIC AWARDS(S)	18.1	15,350
12	ONE DAY AT A TIME	18.1	15,340
13	DUKES OF HAZZARD	18.1	15,320
13	LITTLE HOUSE-PRAIRIE	18.1	15,320
15	TRAPPER JOHN, M.D.	17.7	14,970
16	THREE'S COMPANY#	17.3	14,680
17	WORLD SERIES GAME #1(S)	17.2	14,580
18	WORLD SERIES GAME #4(S)	16.7	14,190
19	TODAY'S FBI#	16.7	14,160
20	WORLD SERIES GAME #2(S)	16.6	14,100
21	VALLEY OF THE DOLLS PT 2(S)	16.4	13,900
22	TOO CLOSE FOR COMFORT#	16.2	13,740
23	ARCHIE BUNKER'S PLACE	16.1	13,650
24	BOB HOPE TRIBUTE-G. FORD(S)	16.0	13,560

CONT'D

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	26.6	20,230
1	WORLD SERIES GAME #2(S)	26.6	20,230
3	WORLD SERIES GAME #4(S)	25.6	19,470
4	WORLD SERIES GAME #3(S)	24.2	18,450
5	WORLD SERIES GAME #5(S)	23.7	18,030
6	NFL MONDAY NIGHT FOOTBALL	19.1	14,520
7	TODAY'S FBI#	18.8	14,310
8	NFL FOOTBALL SPECIAL(S)	18.8	14,300
9	60 MINUTES	18.6	14,140
10	AMER. LEAGUE CHAMP GM 1(S)	17.4	13,280
11	WORLD SERIES PRE GAME #1(S)	17.1	12,990
12	CBS NFL FTBL GM 1	16.5	12,540
13	AMER. LEAGUE CHAMP GM 3(S)	16.2	12,330
14	CBS NFL FTBL POST 2#	16.0	12,190
15	CBS NFL FTBL GM 2#	15.6	11,850
16	WHATEVER BECAME OF...(S)	15.6	11,840
17	M*A*S*H#	15.4	11,720
18	WORLD SERIES PRE GAME #4(S)	15.3	11,640
19	NAT'L LEAGUE CHAMP GM 2(S)	15.3	11,630
20	WORLD SERIES PRE GAME #2(S)	15.1	11,500
21	THAT'S INCREDIBLE	15.1	11,470
22	DALLAS	14.8	11,280
23	WORLD SERIES PRE GAME #3(S)	14.7	11,160
24	CBS SAT. NIGHT MOVIE	14.5	11,010

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	MARGIN FOR MURDER(S)	15.8	13,390
26	LOVE BOAT	15.2	12,850
27	KILLJOY(S)	15.1	12,830
28	CBS SAT. NIGHT MOVIE	15.0	12,750

CONT'D

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	JEFFERSONS	14.3	10,910
26	DUKES OF HAZZARD	14.2	10,790
27	AMER. LEAGUE CHAMP PRE 1(S)	13.5	10,260
28	NAT'L LEAGUE CHAMP GM 3(S)	13.4	10,240
29	ALICE	13.3	10,130
30	ONE DAY AT A TIME	13.1	9,990
30	WORLD SERIES PRE GAME #5(S)	13.1	9,990
32	NCAA FOOTBALL POST GAME#	13.0	9,930

CONT'D

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 25, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MOVIE SPECIAL(S)	23.8	12,640
2	DALLAS	22.7	12,040
3	THREE'S COMPANY#	19.0	10,120
4	M*A*S*H#	18.4	9,790
5	TOO CLOSE FOR COMFORT#	17.9	9,540
6	VALLEY OF THE DOLLS PT 1(S)	17.6	9,360
7	WORLD SERIES GAME #3(S)	17.5	9,290
8	MORK & MINDY	17.4	9,270
9	BOSOM BUDDIES	16.7	8,870
10	JEFFERSONS	16.6	8,830
11	CBS SAT. NIGHT MOVIE	16.4	8,700
12	WHATEVER BECAME OF...(S)	16.3	8,690
13	COUNTRY MUSIC AWARDS(S)	16.3	8,660
14	TAXI	16.2	8,630
15	CALLIE AND SON(S)	16.2	8,620
16	DUKES OF HAZZARD	16.2	8,610
17	TODAY'S FBI#	16.1	8,550
18	LAVERNE & SHIRLEY#	15.9	8,450
18	WORLD SERIES GAME #5(S)	15.9	8,450
20	ALICE	15.8	8,410
21	LITTLE HOUSE-PRAIRIE	15.6	8,300
22	HAPPY DAYS#	15.2	8,090

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BOB HOPE TRIBUTE-G. FORD(S)	30.1	7,790
2	60 MINUTES	28.3	7,310
3	ABC MOVIE SPECIAL(S)	27.9	7,220
4	WORLD SERIES GAME #3(S)	27.4	7,080
5	ALICE	26.2	6,770
6	DALLAS	26.1	6,740
7	VALLEY OF THE DOLLS PT 1(S)	26.0	6,720
8	JEFFERSONS	25.8	6,670
9	ONE DAY AT A TIME	25.7	6,650
10	WORLD SERIES GAME #5(S)	24.3	6,290
11	ARCHIE BUNKER'S PLACE	23.9	6,180
12	LITTLE HOUSE-PRAIRIE	23.8	6,160
13	TRAPPER JOHN, M.D.	23.3	6,040
14	WORLD SERIES GAME #4(S)	23.0	5,950
15	WORLD SERIES PRE GAME #3(S)	22.9	5,930
16	WORLD SERIES GAME #1(S)	22.8	5,910
17	CALLIE AND SON(S)	22.3	5,770
18	WORLD SERIES GAME #2(S)	22.1	5,730
19	COUNTRY MUSIC AWARDS(S)	21.9	5,660
20	WORLD SERIES PRE GAME #1(S)	20.8	5,390
21	DUKES OF HAZZARD	20.7	5,360
22	M*A*S*H#	20.6	5,340
23	MAGNUM, P.I.	20.3	5,250
24	CANDID CAMERA SPECIAL(S)	19.3	4,990

CONT'D

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TOO CLOSE FOR COMFORT#	17.9	9,540
2	WORLD SERIES GAME #3(S)	17.5	9,290
3	VALLEY OF THE DOLLS PT 1(S)	17.6	9,360
4	WORLD SERIES GAME #5(S)	15.9	8,450
5	WORLD SERIES GAME #1(S)	22.8	5,910
6	WORLD SERIES PRE GAME #3(S)	22.9	5,930
7	WORLD SERIES GAME #2(S)	22.1	5,730
8	WORLD SERIES GAME #4(S)	23.0	5,950
9	WORLD SERIES GAME #1(S)	22.8	5,910
10	WORLD SERIES PRE GAME #3(S)	22.9	5,930
11	WORLD SERIES GAME #2(S)	22.1	5,730
12	WORLD SERIES GAME #4(S)	23.0	5,950
13	WORLD SERIES PRE GAME #3(S)	22.9	5,930
14	WORLD SERIES GAME #2(S)	22.1	5,730
15	WORLD SERIES GAME #4(S)	23.0	5,950
16	WORLD SERIES PRE GAME #3(S)	22.9	5,930
17	WORLD SERIES GAME #2(S)	22.1	5,730
18	WORLD SERIES GAME #4(S)	23.0	5,950
19	WORLD SERIES PRE GAME #3(S)	22.9	5,930
20	WORLD SERIES GAME #2(S)	22.1	5,730
21	WORLD SERIES GAME #4(S)	23.0	5,950
22	WORLD SERIES PRE GAME #3(S)	22.9	5,930
23	WORLD SERIES GAME #2(S)	22.1	5,730
24	WORLD SERIES GAME #4(S)	23.0	5,950
25	WORLD SERIES PRE GAME #3(S)	22.9	5,930
26	WORLD SERIES GAME #2(S)	22.1	5,730
27	WORLD SERIES GAME #4(S)	23.0	5,950
28	WORLD SERIES PRE GAME #3(S)	22.9	5,930
29	WORLD SERIES GAME #2(S)	22.1	5,730
30	WORLD SERIES GAME #4(S)	23.0	5,950
31	WORLD SERIES PRE GAME #3(S)	22.9	5,930
32	WORLD SERIES GAME #2(S)	22.1	5,730
33	WORLD SERIES GAME #4(S)	23.0	5,950

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
25	ALL STAR FAMILY FEUD(S)	19.0	4,920
26	MARGIN FOR MURDER(S)	18.6	4,800
27	VALLEY OF THE DOLLS PT 2(S)	18.5	4,780
28	LOVE BOAT	18.3	4,740
29	KILLJOY(S)	18.3	4,730
30	WORLD SERIES PRE GAME #2(S)	17.9	4,620
31	REAL PEOPLE#	17.6	4,560
32	TODAY'S FBI#	17.2	4,460
33	BARBARA MANDRELL	17.1	4,420

CONT'D

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## NIELSEN AVERAGE AUDIENCE

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #2(S)	24.9	12,720
2	WORLD SERIES GAME #1(S)	24.2	12,320
3	WORLD SERIES GAME #4(S)	24.0	12,230
4	WORLD SERIES GAME #3(S)	20.6	10,520
5	WORLD SERIES GAME #5(S)	20.3	10,340
6	NFL FOOTBALL SPECIAL(S)	20.2	10,290
7	NFL MONDAY NIGHT FOOTBALL	18.9	9,630
8	TODAY'S FBI#	17.9	9,130
9	WHATEVER BECAME OF...(S)	16.0	8,170
10	CBS NFL FTBL GM 1	15.7	8,010
11	CBS NFL FTBL GM 2#	15.3	7,780
12	M*A*S*H#	15.2	7,750
13	THREE'S COMPANY#	15.1	7,690
14	AMER. LEAGUE CHAMP GM 1(S)	15.0	7,630
14	60 MINUTES	15.0	7,630
16	THAT'S INCREDIBLE	14.7	7,520
17	CBS NFL FTBL POST 2#	14.6	7,460
18	CBS SAT. NIGHT MOVIE	14.2	7,250
19	WORLD SERIES PRE GAME #1(S)	14.2	7,240
20	TOO CLOSE FOR COMFORT#	14.0	7,140
21	DALLAS	13.8	7,050
22	LAVERNE & SHIRLEY#	13.8	7,020
23	HAPPY DAYS#	13.3	6,770
24	AMER. LEAGUE CHAMP GM 3(S)	13.2	6,750

CONT'D

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	DUKES OF HAZZARD	13.1	6,700

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	35.0	6,940
2	WORLD SERIES GAME #3(S)	34.8	6,890
3	WORLD SERIES GAME #2(S)	33.7	6,670
4	WORLD SERIES GAME #5(S)	33.2	6,590
5	WORLD SERIES GAME #4(S)	32.2	6,390
6	60 MINUTES	27.7	5,500
7	WORLD SERIES PRE GAME #1(S)	26.4	5,230
8	NAT'L LEAGUE CHAMP GM 2(S)	25.0	4,960
9	AMER. LEAGUE CHAMP GM 1(S)	24.5	4,860
10	WORLD SERIES PRE GAME #2(S)	24.5	4,850
11	AMER. LEAGUE CHAMP GM 3(S)	24.2	4,790
12	WORLD SERIES PRE GAME #3(S)	23.4	4,640
13	BOB HOPE TRIBUTE-G. FORD(S)	23.2	4,600
14	WORLD SERIES PRE GAME #4(S)	22.3	4,410
15	NAT'L LEAGUE CHAMP GM 3(S)	21.8	4,320
16	NFL MONDAY NIGHT FOOTBALL	21.2	4,210
17	ARCHIE BUNKER'S PLACE	20.8	4,130
18	TODAY'S FBI#	20.6	4,080
19	AMER. LEAGUE CHAMP PRE 1(S)	20.1	3,980
20	ONE DAY AT A TIME	19.8	3,920
21	CBS NFL FTBL POST 2#	19.5	3,870
22	JEFFERSONS	19.4	3,850
23	ALICE	18.8	3,730
24	DALLAS	18.3	3,620

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
24	MAGGIE#	18.3	3,620
24	MAGNUM, P.I.	18.3	3,620
27	WORLD SERIES PRE GAME #5(S)	18.2	3,600
28	CBS NFL FTBL GM 1	18.0	3,570
29	M*A*S*H#	17.8	3,520
30	BARBARA MANDRELL	17.6	3,480
31	DUKES OF HAZZARD	17.4	3,450
31	NCAA FOOTBALL POST GAME#	17.4	3,450



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11										
																18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+													
*EVENING																																						
ABC FRIDAY NIGHT MOVIE																		38	186																			
1	FRI.	9.00P	120	ABC	FF	98			A 13.8	23	1125	1460	756	274	864	336	513	420	415	264	365	133	235	200	181	112	75	69	156	116								
		9.00 - 9.30							B 12.2	21	994																											
		9.30 - 10.00							A 14.1	24	1149	1464	751	244	883	343	533	419	373	282	339	122	203	185	149	107	73	63	169	122								
		10.00 - 10.30							A 14.5	23	1182	1468	747	234	871	332	501	421	408	279	345	120	195	186	173	118	81	69	171	126								
		10.30 - 11.00							A 13.7	22	1117	1441	754	313	844	338	507	423	430	238	376	141	265	221	195	99	70	70	151	118								
									A 12.9	21	1051	1453	776	312	863	332	513	421	451	256	395	142	273	214	208	122	72	72	123	92								
ABC MOVIE SPECIAL(S)																		199																				
1	WED.	8.00P	180	ABC	FF	99			A 27.4	42	2233	1593	854	341	973	371	565	510	428	323	427	188	258	220	155	138	112	74	81	52								
		8.00 - 8.30							A 22.1	34	1801	1733	866	341	998	367	542	473	442	355	476	201	270	223	180	170	124	70	135	71								
		8.30 - 9.00							A 26.0	38	2119	1691	867	344	1003	380	578	514	440	344	428	178	244	213	165	149	110	65	150	93								
		9.00 - 9.30							A 28.6	43	2331	1586	854	355	976	360	568	506	437	333	414	176	244	206	159	140	111	73	85	53								
		9.30 - 10.00							A 29.6	45	2412	1528	841	353	963	373	566	515	419	316	411	187	247	214	141	132	103	78	51	36								
		10.00 - 10.30							A 29.4	46	2396	1540	856	339	963	379	572	520	419	305	422	191	270	230	148	124	109	77	46	40								
		10.30 - 11.00							A 28.4	46	2315	1537	851	324	953	377	572	525	421	296	432	200	278	234	143	129	114	74	38	30								
ABC NEWS CLOSEUP(S)																		188																				
1	SUN.	7.00P	60	ABC	DN	98			A 9.4	15	766	1907	707	332	775	244	454	410	403	275	736	362	511	452	307	185	65	25	331	141								
		7.00 - 7.30							A 9.9	16	807	1731	637	268	703	199	388	364	374	277	721	334	489	449	292	195	44	18	263	112								
		7.30 - 8.00							A 8.9	14	725	2081	776	399	847	293	522	456	429	271	741	389	528	451	318	169	88	32	405	172								
ABC NEWSBRIEF-M-F																		20	185	190																		
MON.		8.58P	1	ABC	N	97	96		A 20.1	32	1638	1661	719	289	807	309	476	418	355	266	573	226	366	322	253	179	135	69	146	104								
									B 18.9	30	1540	1682	702	290	782	308	476	414	343	249	585	228	368	335	263	180	134	68	181	124								
1	TU&TH	9.58P	1																																			
1	WED.	9.50P	2																																			
1	FRI.	9.49P	1																																			
2	TU & F	8.11P	1																																			
2	WED.	8.10P	1																																			
2	THU.	9.58P	1																																			
ABC NEWSBRIEF-SAT.																		4	193	195																		
1	SAT.	10.01P	1	ABC	N	98	98		A 19.1	33	1557	1719	718	279	835	325	472	378	335	306	536	251	316	267	172	197	185	97	163	146								
2	SAT.	10.02P	1						B 19.4	34	1581	1831	765	328	877	342	515	419	356	306	551	232	338	282	209	192	184	114	219	183								
ABC NEWSBRIEF-SUN.																		4	192	191																		
1	SUN.	9.52P	1	ABC	N	98	97		A 16.7	25	1361	1791	656	280	705	326	496	428	295	163	880	419	623	575	380	194	87	33	119	82								
2	SUN.	9.53P	2						B 15.6	23	1271	1719	661	267	695	293	466	430	309	174	845	334	544	555	425	221	82	26	97	65								
ABC SPORTS UPDATE-SAT																		4	192	189																		
1	SAT.	8.51P	1	ABC	N	98	98		A 18.1	30	1475	1779	735	313	819	326	470	356	317	306	584	260	338	290	196	212	142	82	234	172								
2	SAT.	9.01P	1						B 18.5	31	1508	1865	766	360	875	366	511	388	315	315	543	224	328	271	200	192	166	112	281	221								
ABC SPORTS UPDATE-SUN																		4	183	191																		
1	SUN.	7.58P	1	ABC	N	97	98		A 14.1	21	1149	1929	701	353	791	285	509	480	380	226	793	359	521	501	372	205	116	49	229	138								
2	SUN.	9.20P	1						B 13.7	22	1117	1950	656	311	729	273	483	445	335	193	798	342	519	497	382	193	174	77	249	167								
ABC WORLD NEWS TONIGHT																		19	199	192																		
M-F		6.30P	30	ABC	N	99	97		A 12.1	23	986	1503	695	229	753	168	320	319	365	379	601	164	293	300	316	245	44	25	105	51								
									B 11.8	23	962	1493	687	220	730	171	324	324	359	347	608	166	291	291	315	254	54	27	101	53								
ABC WRLD NEWS TONIGHT-SUN																		3	143																			
1	SUN.	6.30P	30	ABC	N	81			A 7.4	14	603	1536	658	224	737	155	296	269	313	408	605	192	331	269	256	246	58	22	136	32								
									B 6.7	13	546	1513	728	207	770	127	310	315	347	405	624	196	296	295	268	249	51	23	68	24								
ALICE																		4	197	196																		
1	SUN.	9.10P	30	CBS	C5	99	99		A 23.1	34	1883	1723	793	324	896	281	447	412	384	358	538	195	303	286	232	199	97	64	192	122								
2	SUN.	9.00P	30						B 22.7	34	1850	1741	771	311	871	282	455	402	378	342	554	193	313	285	240	215	108	63	208	139								

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
																TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																															
ALL STAR FAMILY FEUD(S)							198			A 18.5	32	1508	1861	719 283		813 249	439 377	326 328				508 175	322 286	232 155	124	51	416	310			
1 FRI. 8.00P 60 ABC QP							98			A 18.1	32	1475	1787	683 265		772 243	407 356	305 313				479 172	306 259	216 145	122	51	414	309			
8.00 - 8.30										A 19.0	32	1549	1915	749 297		847 255	466 397	341 337				532 180	337 312	243 159	119	48	417	308			
8.30 - 9.00																															
AMER. LEAGUE CHAMP PRE 1(S)							212			A 15.8	25	1288	1672	606 208		617 160	257 278	246 311				797 289	448 420	346 309	91	44	167	132			
1 TUE. 8.00P 15 NBC SC							99																								
AMER. LEAGUE CHAMP GM 1(S)							212			A 20.4	31	1663	1564	536 201		559 160	296 317	281 204				799 299	460 424	344 292	100	30	106	89			
1 TUE. 8.15P 187 NBC SE							99																								
8.30 - 9.00										A 19.7	29	1606	1748	563 255		593 154	280 308	274 257				857 357	514 476	341 297	94	23	204	180			
9.00 - 9.30										A 19.8	29	1614	1682	567 218		595 171	313 321	285 232				816 309	462 415	342 312	102	31	169	149			
9.30 - 10.00										A 20.7	30	1687	1525	511 209		539 167	304 313	282 180				814 305	479 432	350 297	87	26	85	74			
10.00 - 10.30										A 20.7	31	1687	1551	559 202		574 174	329 343	301 185				782 290	447 401	341 289	126	44	69	52			
10.30 - 11.00										A 21.7	33	1769	1430	496 169		509 136	281 311	281 163				781 269	428 421	363 283	102	28	38	25			
11.00 - 11.30										A 21.9	38	1785	1401	518 132		533 159	286 330	277 173				716 234	409 381	339 261	102	31	50	29			
AMER. LEAGUE CHAMP PRE 3(S)							210			A 13.1	24	1068	1640	652 179		664 187	302 285	311 317				713 228	332 377	350 300	70	22	193	119			
1 THU. 8.00P 14 NBC SC							99																								
AMER. LEAGUE CHAMP GM 3(S)							210			A 19.3	33	1573	1547	560 198		589 178	301 315	283 232				785 277	429 408	347 305	81	10	92	61			
1 THU. 8.14P 226 NBC SE							99																								
8.30 - 9.00										A 17.2	28	1402	1634	556 180		584 198	311 291	258 236				776 255	407 443	369 302	70	10	204	161			
9.00 - 9.30										A 19.3	31	1573	1715	577 212		602 181	312 312	292 239				823 289	430 430	368 316	138	18	152	109			
9.30 - 10.00										A 20.2	32	1646	1629	557 216		583 166	288 309	288 230				828 290	425 424	360 326	113	14	105	73			
10.00 - 10.30										A 20.7	33	1687	1554	553 210		582 178	303 322	286 217				836 285	459 434	379 327	63	7	73	43			
10.30 - 11.00										A 20.4	33	1663	1491	558 198		589 171	303 328	300 224				777 292	444 392	333 303	69	5	56	26			
11.00 - 11.30										A 20.9	38	1703	1385	529 188		559 179	297 323	266 211				756 288	455 402	318 277	54	1	16	5			
11.30 - 12.00										A 19.7	43	1606	1394	570 187		609 172	309 338	290 237				679 247	391 333	281 268	72	19	34	12			
ARCHIE BUNKER'S PLACE							4	197 196		A 20.4	30	1663	1623	734 278		820 224	375 358	372 372				581 214	300 271	237 249	67	44	155	97			
1 SUN. 8.10P 30 CBS CS							99 99			B 19.5	30	1589	1647	721 268		813 230	365 341	359 377				570 176	283 273	250 256	92	52	172	118			
2 SUN. 8.00P 30																															
BARBARA MANDRELL							3	214 206		A 14.1	24	1149	1742	768 196		799 179	322 374	375 385				674 175	319 297	339 303	107	60	162	92			
SAT. 8.00P 60 NBC GV							99 98			B 14.3	25	1165	1757	784 192		820 184	339 374	389 395				685 167	330 324	355 298	101	55	151	87			
8.00 - 8.30										A 13.6	23	1108	1772	776 207		806 181	323 374	383 395				700 177	329 314	363 312	102	57	164	95			
8.30 - 9.00										A 14.5	24	1182	1723	765 186		796 177	322 377	367 378				655 174	312 286	322 295	111	61	161	91			
BEST OF THE WEST							6	200 196		A 18.1	29	1475	1947	685 301		734 364	525 434	300 150				533 290	393 302	183 111	258	141	422	301			
THU. 8.30P 30 ABC CS							99 98			B 17.7	29	1443	1868	665 288		722 325	500 424	312 175				568 277	394 340	228 142	201	113	377	255			
BOB HOPE TRIBUTE-G. FORD(S)							202			A 17.9	28	1459	1685	886 277		931 184	321 310	413 535				576 135	232 222	261 315	79	27	99	70			
2 THU. 8.00P 120 NBC GV							99																								
8.00 - 8.30										A 15.5	25	1263	1671	804 242		868 147	268 290	393 523				556 113	225 201	269 317	97	42	150	71			
8.30 - 9.00										A 18.0	29	1467	1612	872 283		916 178	297 303	408 530				524 116	209 200	237 297	81	34	91	67			
9.00 - 9.30										A 19.4	30	1581	1699	916 284		954 202	348 323	416 540				584 134	221 218	262 329	71	23	90	78			
9.30 - 10.00										A 18.8	30	1532	1738	922 291		963 200	357 318	426 537				631 174	273 267	271 315	75	14	69	60			
BOSOM BUDDIES							3	194 189		A 18.0	28	1467	1862	746 346		790 401	606 480	327 142				512 259	399 323	210 85	294	177	266	199			
THU. 9.00P 30 ABC CS							99 92			B 17.2	27	1402	1824	689 323		759 387	569 452	306 144				535 287	412 341	198 88	270	157	260	189			
CALLIE AND SON(S)							188			A 22.5	34	1834	1417	756 270		855 272	469 417	437 315				456 121	234 246	266 170	48	23	58	38			
1 TUE. 8.00P 180 CBS GD							99																								
CONT'D																															

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
													TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																						
CALLIE AND SON(S)-CONT'D																																						
8.00 - 8.30													A	19.1	29	1557	1565	790	290	888	282	456	393	418	360	484	93^	224	248	322	205	56^	33^	137^	84^			
8.30 - 9.00													A	21.9	32	1785	1489	768	263	857	257	439	404	428	336	457	95^	216	230	299	189	70^	38^	105^	65^			
9.00 - 9.30													A	22.8	33	1858	1399	750	272	857	271	478	424	449	310	430	115^	216	225	245	161	58^	26^	54^	39^			
9.30 - 10.00													A	23.7	34	1932	1342	744	267	842	261	461	420	447	304	414	110^	204	216	230	158	54^	21^	32^	21^			
10.00 - 10.30													A	24.4	37	1989	1345	733	259	830	277	475	417	428	293	467	150	261	277	247	151	31^	11^	17^	17^			
10.30 - 11.00													A	23.4	37	1907	1372	749	268	847	283	497	427	442	291	479	152	270	278	256	156	26^	11^	20^	13^			
CANDID CAMERA SPECIAL(S)													191																									
2 THU. 10.00P 60 NBC GV													96	A	17.1	29	1394	1641	768	317	836	268	419	343	356	358	652	274	355	305	269	222	108^	51^	45^	45^		
10.00 - 10.30													A	17.0	28	1386	1604	750	329	819	253	397	340	356	359	629	246	337	306	271	223	102^	49^	54^	54^			
10.30 - 11.00													A	17.1	29	1394	1679	788	306	855	286	440	348	354	359	675	302	374	303	268	220	113^	54^	36^	36^			
CBS EVENING NEWS-RATHER													20	196	197																							
M-F 6.30P 30 CBS N													99	99	A	12.7	24	1035	1493	704	203	779	154	301	338	376	395	568	137	276	310	291	238	58	38^	88	50^	
															B	12.7	24	1035	1494	696	194	765	151	300	337	378	386	581	151	281	291	282	249	57	35	91	50	
CBS EVENING NEWS-DEAN													2	146																								
2 SUN. 6.30P 30 CBS N													88	A	8.6	14	701	1369	760	191^	777	122^	264^	302^	377	452	443	59^	89^	180^	202^	263^	74^	20^	75^	34^		
															B	8.7	15	709	1482	771	193	792	112	267	307	394	440	565	73	163	242	333	311	65	9	60	23	
CBS NEWS HOUR(S)													171																									
2 FRI. 8.00P 60 CBS DO													95	A	16.1	26	1312	2182	718	352	829	371	609	495	395	181	619	238	456	380	344	135^	158^	81^	576	329		
8.00 - 8.30													A	15.3	25	1247	2124	718	337	827	359	604	495	400	185^	601	217	436	359	350	136^	144^	83^	552	305			
8.30 - 9.00													A	17.0	27	1386	2216	713	360	824	377	609	489	388	175	632	257	472	397	335	135^	169^	78^	591	347			
CBS SAT. NEWS-SCHIEFFER													5	144	139	A	8.7	17	709	1487	771	155^	818	91^	198	250	388	528	570	109^	253	220	275	302	43^	23^	56^	29^
SAT. 6.30P 30 CBS N													86	85	B	9.1	18	742	1486	702	158	754	107	220	269	357	452	607	112	282	279	323	288	42	21	83	31	
CBS SAT. NIGHT MOVIE													3	200	197	A	19.0	33	1549	2083	753	308	825	316	562	536	411	200	713	300	469	431	342	184	175	55^	370	258
SAT. 9.00P 120 CBS FF													99	98	B	17.7	31	1443	2078	737	287	819	336	551	507	391	206	708	312	484	434	338	164	177	63	374	261	
9.00 - 9.30													A	16.9	28	1377	2146	750	305	824	335	573	551	392	189	699	287	465	440	343	180	192	52^	431	291			
9.30 - 10.00													A	18.4	32	1500	2119	766	305	843	333	568	539	402	207	719	291	462	419	358	200	187	60^	370	245			
10.00 - 10.30													A	20.0	36	1630	2079	748	311	821	316	565	537	411	191	722	312	477	435	343	181	177	61^	359	251			
10.30 - 11.00													A	20.5	37	1671	2021	749	311	814	293	552	529	431	206	707	303	471	432	333	176	163	49^	337	248			
CHIPS													4	212	212	A	17.8	26	1451	2046	639	215	726	284	405	305	268	282	604	250	379	301	248	180	250	101	466	298
SUN. 8.00P 60 NBC OP													99	98	B	17.6	27	1434	2108	669	259	751	277	449	375	322	257	649	245	424	358	310	181	238	97	470	307	
8.00 - 8.30													A	17.1	26	1394	2041	616	203	708	281	391	288	253	282	582	237	363	294	245	174	258	103	493	320			
8.30 - 9.00													A	18.5	27	1508	2044	656	222	740	284	417	316	282	283	621	259	390	305	252	186	244	99	439	275			
COUNTRY MUSIC AWARDS(S)													191																									
1 MON. 9.30P 97 CBS AC													99	A	20.8	31	1695	1735	795	288	905	258	510	485	430	335	565	203	355	317	288	168	161	72^	104^	65^		
9.30 - 10.00													A	20.9	30	1703	1749	772	304	891	251	494	469	414	345	540	194	334	305	269	169	180	91^	138^	90^			
10.00 - 10.30													A	21.0	31	1712	1746	798	300	911	270	522	492	425	328	570	207	366	325	292	158	169	81^	96^	55^			
10.30 - 11.00													A	20.8	32	1695	1726	803	278	911	264	524	492	445	325	573	214	360	324	290	166	153	51^	89^	51^			
DALLAS													3	202	189	A	27.2	44	2217	1705	819	317	918	375	543	460	377	304	510	217	319	303	213	164	97	53^	180	134
FRI. 10.00P 60 CBS GD													99	99	B	28.7	47	2339	1729	823	325	912	369	531	474	389	303	529	216	339	315	237	159	105	64	183	141	
10.00 - 10.30													A	27.2	43	2217	1726	826	318	926	376	545	471	381	305	511	213	314	302	217	167	96	51^	193	139			
10.30 - 11.00													A	27.2	45	2217	1677	808	313	904	372	538	448	371	300	505	218	320	301	211	160	101	56	167	127			
DUKES OF HAZZARD													3	200	185	A	24.0	39	1956	2028	697	311	783	280	440	401	381	274	552	217	343	319	274	176	146	47^	547	352
FRI. 9.00P 60 CBS CS													99	99	B	24.8	40	2021	2038	719	304	803	305	458	420	361	273	542	216	338	310	258	169	166	66	527	346	
9.00 - 9.30													A	22.9	37	1866	2039	696	316	781	272	429	391	383	279	561	216	345	320	282	182	145	47^	552	350			
9.30 - 10.00													A	25.2	40	2054	2005	694	305	780	284	447	405	375	269	541	218	341	319	263	170	145	47^	539	352			



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																					
FANTASY ISLAND															1800	764	306	885	363	527	410	337	299	560	245	320	271	194	213	181	89	174	153				
1 SAT. 9.30P 90 ABC A 3 199 196															B	18.0	32	1467	1807	773	329	885	356	537	435	354	289	580	240	356	302	223	200	149	80	193	168
2 SAT. 10.03P 60															A	16.3	29	1328	1968	822	317	972	480	647	445	301	293	545	268	349	275	148^189	148^	48^	303	244	
9.30 - 10.00															A	17.6	31	1434	1782	765	314	882	356	516	413	344	302	542	234	312	273	196	203	191	99	167	153
10.00 - 10.30															A	17.1	31	1394	1761	745	296	861	328	490	398	345	301	583	245	315	277	211	227	189	97	128	116
10.30 - 11.00																																					
FEW DAYS IN WEASEL CREEK(S)															A	15.7	24	1280	1555	755	283	817	255	442	435	422	288	483	142^	282	288	247	168^	130^	81^	125^	90^
2 WED. 9.00P 120 CBS GD 182 98															A	16.1	24	1312	1609	738	290	816	309	483	454	368	267	431	132^	232	243	211	162^	140^	97^	222	146^
9.00 - 9.30															A	16.1	24	1312	1633	755	295	817	242	433	435	425	294	511	140^	294	301	273	186	134^	77^	171^	114^
9.30 - 10.00															A	15.5	24	1263	1470	745	269	798	229	414	413	442	288	485	132^	289	296	262	166^	120^	70^	67^	58^
10.00 - 10.30															A	14.9	24	1214	1503	788	283	843	242	437	445	460	305	499	161^	313	313	246	156^	127^	82^	34^	34^
10.30 - 11.00																																					
FITZ AND BONES															A	8.6	16	701	1628	765	271^	818	250^	531	474	403	264^	695	265^	399	441	331^210^	8^	LT	107^	70^	
2 SAT. 10.00P 60 NBC SM 173 95															B	8.6	16	701	1628	765	271	818	250	531	474	403	264	695	265	399	441	331	210	8	LT	107	70
10.00 - 10.30															A	8.7	16	709	1594	750	277^	805	230^	503	451	407	272^	659	241^	373	421	324^206^	8^	LT	122^	82^	
10.30 - 11.00															A	8.5	16	693	1648	775	261^	824	266^	558	491	399	252^	723	286^	422	456	337^211^	9^	LT	92^	59^	
FLINTSTONES															A	12.6	21	1027	2118	607	216	691	273	396	305	242	212	608	282	365	263	203^222^	169^	64^	650	436	
1 SUN. 7.00P 30 NBC CE 95															B	12.6	21	1027	2118	607	216	691	273	396	305	242	242	608	282	365	263	203 222	169 64	650 436			
HAPPY DAYS															A	20.2	31	1646	2036	639	271	722	346	490	387	264	185	554	318	411	348	169 108^	337 178	423 303			
1 TUE. 8.00P 30 ABC CS 98															B	23.9	37	1948	2043	632	303	776	386	559	457	284 174	515 262	395 329	217 81	315 152	437 302						
HART TO HART															A	18.8	29	1532	1564	685	287	735	303	467	443	303	202	506	271	391	350	189 96^	216 126^	107^ 78^			
1 TUE. 10.00P 60 ABC PD 99															B	21.0	33	1712	1681	772	311	831	331	557	498	377 212	519 245	380 336	226 111	205 113	126 95						
10.00 - 10.30															A	18.9	29	1540	1595	672	295	731	314	466	435	292 198	508 276	395 354	191 92^	238 139^	118^ 84^						
10.30 - 11.00															A	18.7	30	1524	1526	698	278	737	290	467	447	316 207	499 262	386 348	190 96^	193 110^	97^ 71^						
HERE'S BOOMER															A	13.5	21	1100	2297	699	232	758	292	462	347	308 252	598 232	359 296	260 196	301 106^	640 411						
1 SUN. 7.30P 30 NBC GD 96 94															B	13.1	21	1068	2252	695	259	746	302	469	372	302 237	601 225	371 320	279 189	266 104	639 407						
2 SUN. 7.32P 28																																					
INCREDIBLE HULK															A	16.8	29	1369	1985	726	296	818	244	387	393	397 304	640 223	360 355	323 239	119^ 68^	408 208						
1 FRI. 8.00P 60 CBS SF 98															B	18.2	31	1483	2029	746	314	812	315	451	430	341 264	593 211	357 341	313 197	150 53	474 273						
8.00 - 8.30															A	16.0	28	1304	1958	696	257	803	249	378	397	370 296	610 197	332 359	314 240	128^ 71^	417 205						
8.30 - 9.00															A	17.6	30	1434	2002	750	329	826	238	392	386	418 312	663 245	385 348	332 236	111^ 65^	402 210						
JEFFERSONS															A	24.3	37	1980	1671	777	323	872	272	446	418	394 336	551 201	316 294	240 195	101 66	147 101						
1 SUN. 9.40P 30 CBS CS 99 99															B	23.9	36	1948	1677	774	328	863	295	466	417	372 322	560 208	319 291	238 208	105 58	149 103						
2 SUN. 9.30P 30																																					
KILLJOY(S)															A	17.8	29	1451	1616	823	288	884	241	441	483	486 326	588 194	317 309	315 208	78^ 52^	66^ 38^						
2 THU. 9.00P 120 CBS SM 196 99															A	16.4	26	1337	1669	784	266	861	217	404	460	482 329	616 179	309 315	342 232	92^ 64^	100^ 61^						
9.00 - 9.30															A	16.9	27	1377	1610	814	281	892	230	433	491	507 330	563 172	314 322	316 180	89^ 60^	66^ 38^						
9.30 - 10.00															A	18.6	31	1516	1621	857	299	903	261	470	501	483 321	595 221	331 300	304 206	70^ 44^	53^ 29^						
10.00 - 10.30															A	19.4	33	1581	1560	831	296	870	246	449	483	473 320	574 203	312 298	300 209	63^ 43^	53^ 28^						
10.30 - 11.00																																					
LAVERNE & SHIRLEY															A	19.9	29	1622	2060	642	251	725	357	522	424	255 171	544 326	433 345	161 94^	303 167	488 339						
1 TUE. 8.30P 30 ABC CS 99															B	19.9	29	1622	2060	642	251	725	357	522	424	255 171	544 326	433 345	161 94	303 167	488 339						
LITTLE HOUSE-PRAIRIE															A	19.1	29	1557	2035	895	311	983	338	533	441	380 395	468 167	259 224	195 183	159 96	425 248						
MON. 8.00P 60 NBC GD 99 99															B	19.5	30	1589	1914	848	295	934	327	507	421	375 372	450 159	245 215	189 178	152 85	378 223						
CONT'D																																					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME		DUR		NET		TYPE		PROG.		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
																								WOMEN					MEN								
																								18- 34 49 54 64 55+					18- 34 49 54 64 55+								
																								TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11	
EVENING CONT'D																																					
LITTLE HOUSE-PRAIR-CONT'D																																					
		8.00 - 8.30																																			
		8.30 - 9.00																																			
LOVE BOAT																																					
1 SAT.		8.00P		90		ABC		CS		3		196 197																									
2 SAT.		9.03P		60								99 99																									
		8.00 - 8.30																																			
		8.30 - 9.00																																			
		9.00 - 9.30																																			
		9.30 - 10.00																																			
MAGGIE																																					
2 SAT.		8.03P		30		ABC		CS		1		184 98																									
MAGNUM, P.I.																																					
		THU.		8.00P		60		CBS		PD		3 192 194 98 96																									
		8.00 - 8.30																																			
		8.30 - 9.00																																			
MAKING A LIVING																																					
2 SAT.		8.33P		30		ABC		CS		1		186 99																									
MARGIN FOR MURDER(S)																																					
												195																									
1 THU. 9.00P 120 CBS PD 99																																					
		9.00 - 9.30																																			
		9.30 - 10.00																																			
		10.00 - 10.30																																			
		10.30 - 11.00																																			
M*A*S*H 43 193																																					
1 MON.		9.00P		30		CBS		CS		99		99																									
MORK & MINDY 3 201 199																																					
		THU.		8.00P		30		ABC		CS		99 98																									
MR. MERLIN 3 192 183																																					
		WED.		8.00P		30		CBS		CS		99 96																									
NASHVILLE PALACE 1 198																																					
2 SAT.		9.00P		60		NBC		GV		99		99																									
		9.00 - 9.30																																			
		9.30 - 10.00																																			
NAT'L LEAGUE CHAMP PRE 2(S) 210																																					
1 WED.		8.00P		15		NBC		SC		99		99																									
NAT'L LEAGUE CHAMP GM 2(S) 210																																					
1 WED.		8.15P		182		NBC		SE		99		99																									
		8.30 - 9.00																																			
		9.00 - 9.30																																			
		9.30 - 10.00																																			
		10.00 - 10.30																																			
		10.30 - 11.00																																			



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PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																																	
NAT'L LEAGUE CHAMP PRE 3(S)						210		A	12.2	23	994	1471	632	178^	632	99^	246	246	305	352	671	159^	298	324	391	324	41v	28v	127^	73^			
1 FRI. 8.00P 15 NBC SC						99																											
NAT'L LEAGUE CHAMP GM 3(S)						210		A	16.2	27	1320	1483	531	191	563	130^	282	279	294	237	776	200	392	389	432	328	35v	11v	109^	81^			
1 FRI. 8.15P 170 NBC SE						99																											
8.30 - 9.00								A	13.9	23	1133	1544	559	191^	599	102^	261	241	312	310	752	173^	327	342	426	371	30v	30v	163^	118^			
9.00 - 9.30								A	16.2	27	1320	1561	542	195	582	142^	294	281	287	245	796	214	398	384	426	346	49^	16v	134^	103^			
9.30 - 10.00								A	16.8	27	1369	1485	540	183	570	134^	282	271	289	252	780	196	390	385	434	330	32v	5v	103^	74^			
10.00 - 10.30								A	17.6	28	1434	1425	494	189	523	129^	282	280	286	193	779	196	413	412	451	303	42^	3v	81^	66^			
10.30 - 11.00								A	18.7	30	1524	1439	510	200	534	143^	298	316	299	174	808	218	444	444	459	298	21v	17	76^	64^			
NBC FRIDAY NIGHT MOVIE						14	187	A	8.4	13	685	1682	721	270^	782	239^	424	405	365	283^	626	268^	350	334^	272^	172^	140^	73v	134^	92^			
2 FRI. 9.00P 120 NBC FF						95		B	10.7	20	872																						
9.00 - 9.30								A	8.0	13	652	1521	728	258^	787	224^	384	363	353^	335^	540	186^	265^	290^	246^	195^	62v	32v	132^	92v			
9.30 - 10.00								A	8.1	13	660	1500	690	283^	762	237^	396	361	336^	293^	491	183^	239^	291^	222^	141^	108^	47v	139^	96^			
10.00 - 10.30								A	8.5	13	693	1941	702	252^	759	239^	431	419	365	250^	839	455	557	369	312^	167^	198^	101^	145^	85v			
10.30 - 11.00								A	8.9	14	725	1763	766	286^	827	256^	480	469	407	264^	626	238^	333	386	305^	180^	184^	106^	126^	100^			
NBC MAGAZINE						5	194	A	9.7	16	791	1431	667	198^	720	171^	239^	254^	347	393	574	187^	274^	289^	233^	231^	55v	13v	82^	52v			
2 FRI. 8.00P 60 NBC DN						98		B	10.7	19	872	1614	767	204	835	178	333	335	387	434	626	155	266	269	282	307	47	18	106	72			
8.00 - 8.30								A	10.5	17	856	1395	634	197^	686	171^	240^	245^	335	360	575	168^	261^	296	237^	237^	48v	12v	86^	55v			
8.30 - 9.00								A	9.0	15	734	1444	692	189^	744	163^	232^	262^	355	423	563	206^	284^	279^	226^	218^	61v	15v	76v	47v			
NBC MONDAY NIGHT MOVIES						3	204	A	17.5	27	1426	1612	823	344	862	292	508	477	419	285	529	224	334	303	223	152	91	44^	130	78^			
MON. 9.00P 120 NBC FF						99	98	B	17.8	27	1451	1564	785	316	846	277	475	449	411	305	512	208	311	285	221	160	85	38	121	82			
9.00 - 9.30								A	18.0	26	1467	1659	846	329	878	292	518	500	433	290	532	210	328	312	234	162	95	40^	154	99			
9.30 - 10.00								A	17.9	27	1459	1643	827	351	864	295	511	480	426	281	542	228	332	292	222	174	96	42^	141	87			
10.00 - 10.30								A	17.1	26	1394	1575	816	349	859	284	503	474	419	285	515	224	336	304	214	137	91	49^	110	64^			
10.30 - 11.00								A	16.9	27	1377	1559	801	345	846	297	495	448	390	288	518	228	337	309	216	128	82^	46^	113	62^			
NBC MOVIE OF THE WEEK-SUN						4	201	A	15.8	25	1288	1691	734	260	768	264	482	409	396	244	603	238	392	306	281	174	185	78^	135	99			
SUN. 9.00P 120 NBC FF						99	98	B	17.0	27	1386	1727	733	286	786	262	480	444	404	244	658	260	455	385	322	159	170	68	113	88			
9.00 - 9.30								A	15.6	23	1271	1797	740	257	789	264	498	422	421	252	622	255	394	301	274	190	178	76^	208	154			
9.30 - 10.00								A	16.1	24	1312	1672	724	265	764	273	487	413	395	232	597	241	383	295	272	176	166	72^	145	107			
10.00 - 10.30								A	16.1	26	1312	1636	724	263	740	254	463	399	375	231	600	229	402	314	294	162	195	82^	101	68^			
10.30 - 11.00								A	15.6	28	1271	1633	740	252	764	256	470	397	389	252	586	229	387	309	277	163	195	81^	88^	66^			
NBC NEWS UPDATE-M-F						19	184	A	13.4	21	1092	1726	763	244	804	223	378	346	355	372	597	188	304	292	278	248	118	54	207	139			
1 MON. 8.58P 1 NBC N						92	92	B	13.3	21	1084	1742	743	248	798	230	390	357	364	349	587	183	301	285	270	241	126	51	231	160			
1 TU & F 8.14P 1																																	
1 WED. 8.13P 1																																	
1 THU. 8.12P 1																																	
2 MWF 8.58P 1																																	
2 TUE. 9.06P 1																																	
2 THU. 9.10P 1																																	
NBC NEWS UPDATE-SAT.						4	179	A	11.2	19	913	1739	765	175	795	177	339	398	390	359	648	186	306	271	302	290	124^	65^	172	107^			
SAT. 8.58P 1 NBC N						91	87	B	10.8	19	880	1748	725	177	782	196	352	363	367	352	699	197	348	327	331	299	112	51	155	94			
NBC NEWS UPDATE-SUN.						4	182	A	14.6	21	1190	2028	668	270	722	264	408	336	308	274	615	252	384	302	255	185	292	112	399	251			
SUN. 8.58P 1 NBC N						94	93	B	14.7	22	1198	2027	680	282	746	255	440	387	347	262	667	255	437	369	312	187	242	92	372	251			
NBC NEWS UPDATE-2-M-F						6	189	A	13.9	21	1133	1671	865	321	916	251	451	420	447	386	531	185	291	267	224	207	109	44^	115	81			
1 MON. 9.50P 1 NBC N						91	88	B	12.9	20	1051	1678	793	279	863	240	438	420	440	344	572	211	342	307	254	196	109	42	134	93			
2 TU&TH 9.58P 1																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
													TOTAL	WOMEN					MEN					TOTAL	FEM	TOTAL	6-11							
														18-34	18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+				
EVENING CONT'D																																		
NBC NEWS UPDATE-2-SAT.						15	179	A	8.5	14	693	1795	796	248	872	158	366	398	472	413	829	167	316	418	547	325	17	17	77	46				
2 SAT. 9.58P 1 NBC N							93	B	9.1	17	742																							
NBC NEWS UPDATE-2-SUN.						2	186	A	14.4	22	1174	1833	775	279	836	328	548	467	407	217	664	297	464	345	301	183	176	54	157	104				
1 SUN. 9.51P 1 NBC N							91	B	14.7	22	1198	1821	677	306	741	279	505	466	368	175	732	329	544	447	336	149	212	75	136	111				
NBC NIGHTLY NEWS-SAT.						4	156	A	6.1	12	497	1416	615	144	704	122	251	286	299	401	555	122	213	211	271	293	31	20	126	84				
SAT. 6.30P 30 NBC N							86	B	6.5	13	530	1404	641	165	710	150	246	256	298	411	578	136	247	237	268	288	53	16	63	44				
NBC NIGHTLY NEWS-SUN.						38	127	A	8.3	15	676	1564	717	142	804	105	209	187	264	548	657	164	253	250	247	379	96	21	7	LT				
1 SUN. 6.30P 30 NBC N							73	B	7.5	15	611																							
NBC NIGHTLY NEWS						18	195	A	11.5	22	937	1472	753	173	781	129	248	259	342	465	573	140	217	227	241	312	48	23	70	50				
1 MWTHF 6.30P 30 NBC N							209	B	11.7	23	954	1485	747	191	794	139	270	273	361	463	573	143	226	233	243	306	47	23	71	50				
2 M-F 6.30P 30							94																											
NBC NIGHTLY NEWS-TUE(B)						42		A	3.1	6	253	1399	771	407	830	406	510	546	246	225	569	141	141	280	314	289	LT	LT	LT	LT				
1 TUE. 7.00P 30 NBC N							37																											
NBC SATURDAY NIGHT MOVIES						2	189	A	8.2	14	668	1578	715	169	778	199	414	377	383	312	555	213	340	265	214	200	94	65	151	104				
1 SAT. 9.00P 120 NBC FF							95	B	10.3	18	839	1641	683	224	735	185	402	376	381	282	589	154	320	292	313	212	129	68	188	124				
9.00 - 9.30								A	7.9	13	644	1526	645	116	722	151	325	272	334	357	610	244	351	267	194	244	74	43	120	74				
9.30 - 10.00								A	8.1	14	660	1618	677	187	757	228	421	327	356	297	623	251	382	288	241	223	86	57	152	103				
10.00 - 10.30								A	8.1	14	660	1564	753	176	801	208	439	433	410	301	502	195	319	252	208	169	96	68	165	115				
10.30 - 11.00								A	8.8	16	717	1568	763	189	808	207	453	456	416	289	482	170	309	254	204	160	114	88	164	117				
NBC TUESDAY NIGHT MOVIE						6	192	A	13.8	21	1125	1571	716	240	775	236	463	413	363	263	413	185	284	259	166	101	178	79	205	98				
2 TUE. 8.00P 120 NBC FF							98	B	14.1	23	1149																							
8.00 - 8.30								A	13.1	20	1068	1507	680	202	714	164	386	380	335	271	412	159	252	238	170	122	139	55	242	122				
8.30 - 9.00								A	14.0	21	1141	1619	691	217	745	211	447	409	357	248	421	170	286	272	184	104	182	78	271	140				
9.00 - 9.30								A	13.9	21	1133	1539	720	267	785	271	482	414	355	256	410	185	288	261	168	96	194	93	150	61				
9.30 - 10.00								A	14.4	21	1174	1577	748	266	828	287	518	438	386	270	401	221	300	257	139	82	191	86	157	72				
NBC WED NIGHT MOVIES(S)						193		A	14.4	22	1174	1499	809	253	866	363	568	442	398	244	445	213	303	235	157	123	97	80	91	61				
2 WED. 9.00P 120 NBC FF							97																											
9.00 - 9.30								A	15.2	23	1239	1534	799	217	868	357	552	429	399	252	422	178	275	219	170	123	111	73	133	82				
9.30 - 10.00								A	14.6	22	1190	1506	796	237	851	353	556	443	408	233	457	222	317	239	167	121	98	71	100	64				
10.00 - 10.30								A	14.0	22	1141	1485	807	270	859	366	573	435	391	243	456	228	315	244	153	124	84	84	86	62				
10.30 - 11.00								A	13.9	23	1133	1455	832	287	883	374	592	463	400	245	444	222	302	240	139	122	89	89	39	30				
NEWSBREAK-M-F						15	172	A	15.9	24	1296	1765	714	267	801	250	432	395	390	297	549	196	323	298	268	186	128	68	287	176				
1 MWTH 8.58P 1 CBS N							92	B	15.9	24	1296	1814	722	283	801	259	429	391	375	303	585	215	351	329	291	188	136	59	292	185				
1 TUE. 8.53P 1																																		
1 FRI. 8.57P 2																																		
2 M-F 8.58P 1																																		
NEWSBREAK-SAT.						3	177	A	14.5	24	1182	2415	742	285	809	345	572	480	357	201	630	251	434	394	326	159	252	66	724	492				
SAT. 8.58P 1 CBS N							95	B	14.2	24	1157	2384	703	267	792	329	529	453	348	222	677	288	484	448	334	155	222	67	693	448				
NEWSBREAK-SUN.						4	177	A	20.0	29	1630	1726	791	330	882	257	437	415	413	348	540	184	278	262	230	218	113	71	191	113				
1 SUN. 9.09P 1 CBS N							95	B	19.7	29	1606	1722	746	306	853	262	426	393	391	339	548	179	291	265	243	221	117	69	204	144				
2 SUN. 8.58P 1																																		
NFL FOOTBALL SPECIAL(S)						201		A	18.6	30	1516	1661	488	220	510	223	334	274	203	156	944	464	680	549	380	218	88	30	119	78				
1 SUN. 8.00P 204 ABC SE							99																											
8.00 - 8.30								A	15.5	25	1263	1952	566	243	588	254	396	329	246	161	987	480	698	531	400	240	141	61	236	121				
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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
													WOMEN					MEN					TOTAL FEM.		TOTAL 6-11							
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+								
EVENING CONT'D																																
NFL FOOTBALL SPECI-CONT'D																																
		8.30 - 9.00						A	17.8	28	1451	1876	524	254	546	229	369	300	240	149A	983	465	694	555	422	227	141A	59A	206	120A		
		9.00 - 9.30						A	19.5	30	1589	1713	492	238	516	238	332	256	187	162	944	451	672	551	394	226	123A	40A	130A	95A		
		9.30 - 10.00						A	19.4	30	1581	1610	488	246	509	228	341	265	190	152	925	439	665	551	387	217	86A	20V	90A	61A		
		10.00 - 10.30						A	19.0	30	1549	1562	474	213	505	227	333	259	195	157	919	460	670	553	368	202	59A	16V	79A	53A		
		10.30 - 11.00						A	19.4	32	1581	1490	450	189	466	200	293	258	181	159	904	463	660	551	343	200	55A	17V	65A	52A		
		11.00 - 11.30						A	19.6	36	1597	1475	426	155	441	183	272	249	173	162	972	507	711	559	354	223	20V	6V	42A	42A		
NFL MONDAY NIGHT FOOTBALL													6	205	203																	
1	MON.	9.00P	175	ABC	SE		99	96	B	19.6	33	1597	1491	399	161	417	153	249	225	200	143	909	379	604	528	408	263	83	17V	82	58A	
2	MON.	9.00P	197						B	21.3	37	1736	1569	455	187	481	187	308	271	217	148	934	392	621	552	432	250	78	22	76	51	
		9.00 - 9.30							A	20.2	30	1646	1623	453	179	474	162	278	230	229	177	891	334	557	494	429	290	114	28A	144	87	
		9.30 - 10.00							A	22.2	33	1809	1604	432	188	449	165	279	252	216	148	919	364	592	526	427	284	105	20A	131	93	
		10.00 - 10.30							A	22.2	33	1809	1507	409	157	422	169	261	228	193	140	924	392	610	541	408	269	85	14V	76	58A	
		10.30 - 11.00							A	20.6	32	1679	1453	416	165	430	177	267	238	202	137	895	392	618	536	388	237	76	21A	52A	40A	
		11.00 - 11.30							A	18.4	34	1500	1317	326	147	335	122	189	182	160	121	887	388	603	526	381	245	57A	12V	38A	28A	
		11.30 - 12.00							A	15.4	37	1255	1390	320	109	345	103	178	188	167	136	961	409	659	569	424	256	53A	13V	31A	23V	
ONE DAY AT A TIME													37	196	195																	
1	SUN.	8.40P							A	21.9	32	1785	1689	774	304	860	249	406	382	390	373	559	211	304	278	230	220	100	66A	170	106	
2	SUN.	8.30P	30	CBS	CS				B	19.0	30	1549																				
			30																													
PRIVATE BENJAMIN													2	188	192																	
MON.	8.00P	30	CBS	CS					A	18.1	28	1475	1832	740	327	813	287	489	447	400	247	577	196	350	330	306	187	120	32A	322	219	
									B	18.1	28	1475	1832	740	327	813	287	489	447	400	247	577	196	350	330	306	187	120	32	322	219	
REAL PEOPLE													3	208																		
2	WED.	8.00P	60	NBC	PV				A	17.1	26	1394	1684	732	227	825	264	422	381	364	327	550	148A	256	243	276	235	139A	70A	170A	126A	
		8.00 - 8.30							B	18.6	29	1516	1702	713	239	779	212	376	359	385	335	608	181	300	270	296	254	120	52	195	141	
		8.30 - 9.00							A	15.9	25	1296	1712	752	241	841	265	409	382	363	346	599	154A	258	257	294	272	110A	62A	162A	116A	
									A	18.3	27	1491	1651	715	214	809	260	431	381	365	310	508	142A	252	229	257	203	161	76A	173	133A	
REVENGE OF THE GRAY													199																			
2	TUE.	10.00P	60	NBC	GD				A	11.6	18	945	1715	690	275	764	245A	459	386	339	267	556	293	455	391	227A	83A	166A	61V	229A	130A	
		10.00 - 10.30							A	11.7	18	954	1698	679	274	749	257	459	387	336	251	559	292	460	403	233A	80A	160A	58V	230A	135A	
		10.30 - 11.00							A	11.5	19	937	1717	700	276	779	233A	458	383	342	283	546	293	444	376	213A	83A	168A	61V	224A	123A	
60 MINUTES													4	202	200																	
1	SUN.	7.10P	60	CBS	DN				A	24.2	37	1972	1699	761	263	826	216	379	380	392	371	717	234	387	381	338	279	43A	21A	113	71	
2	SUN.	7.00P	60						B	23.3	38	1899	1701	747	252	808	209	357	357	381	378	715	223	376	364	334	289	63	28	115	73	
		7.00 - 7.30							A	21.3	32	1736	1695	764	250	827	213	380	383	394	375	720	236	388	381	334	278	43A	21A	105	62A	
		7.30 - 8.00							A	26.2	40	2135	1686	756	268	822	215	384	383	395	365	722	238	393	386	339	279	35A	16A	107	70	
TAXI													3	201	193																	
THU.	9.30P	30	ABC	CS					A	17.4	28	1418	1738	788	363	850	431	608	506	344	179	516	264	393	332	209	90	214	131	158	126	
									B	16.9	27	1377	1686	720	340	802	418	578	474	313	163	543	297	410	350	197	98	183	112	158	116	
THAT'S INCREDIBLE													5	197	195																	
MON.	8.00P	60	ABC	PV					A	18.6	29	1516	1771	598	223	648	193	368	345	345	227	756	264	496	435	382	222	125	29A	242	162	
	8.00 - 8.30								B	18.2	29	1483	1851	622	222	674	215	398	376	341	226	739	267	489	446	368	196	146	41	292	188	
	8.30 - 9.00								A	17.1	27	1394	1741	579	232	637	190	354	329	336	235	736	264	475	419	371	216	121	30A	247	165	
									A	20.1	31	1638	1789	614	215	653	195	380	356	353	218	771	263	513	451	393	222	126	27A	239	161	
THREE'S COMPANY													2	199																		
1	TUE.	9.00P	30	ABC	CS				A	22.3	32	1817	1941	698	308	808	388	555	456	284	210	538	308	423	357	187	96A	299	177	296	225	
									B	24.6	36	2005	1849	735	325	830	371	573	472	337	214	530	249	382	320	228	116	273	156	216	166	
THREE'S COMPANY(B)													193																			
2	SUN.	10.21P	30	ABC	CS				A	13.0	22	1060	1800	755	326	821	360	553	505	389	182A	774	303	524	532	417	162A	160A	63A	45V	45V	
TODAY'S FBI													1	195																		
CONT'D									A	22.1	32	1801	1908	704	287	786	263	475	454	378	248	794	283	508	504	416	225	111A	41A	217	133	





# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																													
WHATEVER BECAME OF-CONT'D																													
9.30 - 10.00																													
10.00 - 10.30																													
WKRP IN CINCINNATI																													
WED. 8.30P 30 CBS CS 3 194 184																													
WORLD SERIES PRE GAME #1(S)																													
2 TUE. 8.00P 13 ABC SC 217																													
WORLD SERIES GAME #1(S)																													
2 TUE. 8.13P 176 ABC SE 99																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
WORLD SERIES PRE GAME #2(S)																													
2 WED. 8.00P 13 ABC SC 217																													
WORLD SERIES GAME #2(S)																													
2 WED. 8.13P 167 ABC SE 99																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
WORLD SERIES PRE GAME #3(S)																													
2 FRI. 8.00P 13 ABC SC 217																													
WORLD SERIES GAME #3(S)																													
2 FRI. 8.13P 209 ABC SE 99																													
8.30 - 9.00																													
9.00 - 9.30																													
9.30 - 10.00																													
10.00 - 10.30																													
10.30 - 11.00																													
*LATE FRINGE																													
ABC NEWS:NIGHTLINE-MON																													
1 MON. 12.33A 30 ABC N 4 187 187																													
2 MON. 12.53A 30																													
ABC NEWS:NIGHTLINE-T-F																													
1 TUTHF 11.30P 30 ABC N 14 181 186																													
2 TUE. 11.40P 20																													
2 W & TH 11.30P 30																													
ABC NEWS:NIGHTLINE-TUE(B)																													
2 TUE. 12.00M 10 ABC N 185																													



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K	E	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															WOMEN					MEN															
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
LATE FRINGE CONT'D																																			
ABC NEWS:NIGHTLINE-FRI(B)						183		A			8.0	25	652	1416	691	308^	728	187^	456	413	392	216^	648	236^	374	378	244^	270^	40v	LT	LT	LT			
2 FRI. 12.13A 30 ABC N						94																													
ABC WEEKEND REPORT-SAT.						164	163	A			6.3	13	513	1444	613	141^	676	162^	275	362	373	247	667	227^	314	302	336	231^	68^	68^	33v	21v			
1 SAT. 11.00P 15 ABC N						90	90	B			5.9	13	481	1475	637	193	706	248	376	381	323	231	650	218	377	359	329	189	75	45	44	28			
2 SAT. 11.03P 15																																			
ABC WEEKEND REPORT-SUN.						166	169	A			4.3	12	350	1269	370	31v	405	206^	240^	107^	119^	146^	856	278^	495	546	391	272^	LT	LT	LT	LT			
1 SUN. 11.38P 15 ABC N						93	93	B			4.4	11	359	1315	481	179	523	212	303	237	219	170	787	295	498	515	353	229	LT	LT	LT	LT			
2 SUN. 11.21P 15																																			
BOB-RAY-GILDA-JANE-LARAIN(S)						210		A			7.8	22	636	1190	517	222^	538	173^	323^	275^	260^	203^	466	157^	305^	292^	236^	134^	144^	55v	42v	42v			
2 SAT. 11.30P 81 NBC GV						99																													
11.30 - 12.00								A			8.9	22	725	1234	515	206^	534	158^	290^	251^	237^	244^	533	164^	316^	323^	266^	175^	134^	50v	33v	33v			
12.00 - 12.30								A			8.0	23	652	1009	436	217^	457	150^	281^	234^	233^	176^	371	95^	230^	253^	215^	118^	152^	64v	29v	29v			
12.30 - 1.00								A			6.2	22	505	1402	645	256^	673	239^	448^	389^	348^	165^	488	248^	412^	294^	212^	76v	152^	50v	89v	89v			
CBS SUNDAY NEWS-OSGOOD						131	132	A			5.9	13	481	1387	763	166^	786	148^	326	359	409	408	582	175^	330	336	263	224^	19v	LT	LT	LT			
1 SUN. 11.10P 15 CBS N						72	72	B			6.0	13	489	1350	690	177	731	128	274	289	358	405	576	163	296	284	253	251	43	LT	LT	LT			
2 SUN. 11.00P 15																																			
FANTASY ISLAND-12.00						160	157	A			3.4	17	277	823	358^	174^	423^	145^	220^	278^	245^	102v	321^	274^	299^	213^	43v	22v	79v	LT	LT	LT			
1 TUE. 12.00M 69 ABC A						92	91	B			3.1	17	253	981	374	127	454	217	291	237	181	107	460	297	403	297	133	51	63	LT	LT	LT			
2 TUE. 12.10A 69																																			

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
													WOMEN					MEN												
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
LATE FRINGE CONT'D																														
TONIGHT SHOW																														
1	MON.	11.30P	60	NBC	256	209	210	A	5.6	20	456	1355	694	146	727	241	383	305	298	299	575	257	380	290	200	182	44	13	LT	LT
1	TUE.	11.54P	60					B	7.3	24	595																			
1	WED.	11.49P	60																											
1	THU.	12.30A	60																											
1	FRI.	11.37P	60																											
2	M-F	11.30P	60																											
		11.30 - 12.00						A	6.3	18	513	1409	741	187	775	268	413	333	307	314	569	253	363	294	196	182	46	16	19	9
		12.00 - 12.30						A	5.4	20	440	1302	662	125	703	249	394	301	293	268	563	269	390	281	189	166	36	17	LT	LT
		12.30 - 1.00						A	4.8	23	391	1307	654	74	654	172	271	275	247	335	632	240	409	314	225	223	21	17	LT	LT
		1.00 - 1.30						A	3.9	26	318	881	544	120	544	104	161	88	189	383	337	76	110	110	85	227	LT	LT	LT	LT
VEGA\$-12.00																														
	THU.	12.00M	69	ABC	4	154	155	A	3.2	15	261	1119	483	276	583	292	373	252	249	100	459	310	455	299	149	14	77	34	LT	LT
		12.00 - 12.30				91	91	B	3.4	16	277	1042	421	164	483	235	349	263	211	90	487	227	424	342	244	48	72	17	LT	LT
		12.30 - 1.00						A	3.1	12	253	1142	491	293	590	269	376	268	273	108	443	312	436	270	131	11	109	55	LT	LT
								A	3.2	17	261	1230	556	280	656	361	426	241	246	127	503	334	503	329	169	11	71	26	LT	LT
VIEWPOINT(S)																														
1	WED.	11.30P	90	ABC	183	97		A	6.1	22	497	1543	849	106	849	400	534	515	306	236	686	219	441	395	372	210	LT	LT	LT	LT
		11.30 - 12.00						A	7.5	21	611	1606	897	182	897	392	585	518	359	261	689	251	440	340	321	225	LT	LT	14	14
		12.00 - 12.30						A	5.9	23	481	1528	858	52	858	439	538	527	255	245	670	201	452	391	364	218	LT	LT	LT	LT
		12.30 - 1.00						A	4.8	23	391	1491	780	61	780	378	466	505	289	185	711	194	437	493	468	174	LT	LT	LT	LT
WEEKDAY DAYTIME																														
ABC AFTERSCHOOL SPECIAL(S)																														
1	WED.	4.30P	60	ABC	198	176	175	A	7.1	19	579	1511	757	301	821	427	597	489	293	186	170	55	101	116	87	41	348	269	172	101
		4.30 - 5.00				99	99	A	7.1	20	579	1477	749	290	804	429	615	514	296	149	134	39	90	100	95	24	383	289	156	94
		5.00 - 5.30						A	7.1	18	579	1527	761	306	830	419	574	466	291	219	200	67	106	129	77	56	311	246	186	106
ABC DAYTIME NEWSBRIEF-M-F																														
	M-F	1.57P	2	ABC	19	176	175	A	9.3	33	758	1165	802	204	866	430	619	481	287	215	184	93	122	102	53	49	68	54	47	15
						95	95	B	9.2	33	750	1185	786	202	871	441	623	463	282	218	197	104	144	118	68	38	54	42	63	24
ALICE-M-F																														
	M-F	10.30A	30	CBS	19	159	160	A	4.6	24	375	1301	635	164	714	317	490	400	302	183	312	138	176	92	94	121	115	37	160	53
						88	88	B	4.6	24	375	1221	588	152	660	319	446	349	253	181	284	130	169	94	106	99	98	32	179	72
ALL MY CHILDREN																														
	M-F	1.00P	60	ABC	19	199	200	A	9.6	35	782	1164	808	229	869	431	614	460	298	218	175	82	111	90	53	54	65	53	55	22
		1.00 - 1.30				99	99	B	9.4	34	766	1183	791	227	875	441	622	453	293	221	193	96	133	104	67	48	52	40	63	24
		1.30 - 2.00						A	9.1	33	742	1151	818	239	876	424	617	460	312	221	170	79	106	83	51	55	56	44	49	23
								A	10.1	36	823	1152	798	217	856	434	607	454	280	216	174	84	114	94	53	48	66	56	56	17
AMER LEAGUE CHAMP GM 2(S)																														
1	WED.	2.00P	200	NBC	209	196	205	A	9.7	29	791	1341	518	177	555	142	259	272	250	257	644	189	294	324	298	278	46	27	96	53
		2.00 - 2.30				99	99	A	6.1	22	497	1207	587	210	670	211	343	370	296	255	487	117	219	308	233	179	32	32	18	18
		2.30 - 3.00						A	7.5	26	611	1216	614	231	632	193	289	303	205	295	497	90	191	261	236	236	51	31	36	10
		3.00 - 3.30						A	9.5	29	774	1205	501	177	538	146	237	202	200	283	596	117	233	277	288	303	49	26	22	LT
		3.30 - 4.00						A	10.1	28	823	1283	470	192	499	128	213	211	209	264	670	189	305	349	314	301	45	20	69	20
		4.00 - 4.30						A	11.1	32	905	1508	546	191	571	132	285	309	296	246	735	299	386	371	277	282	37	25	165	85
		4.30 - 5.00						A	12.2	33	994	1446	492	151	545	121	254	282	289	249	689	210	310	334	341	297	48	37	164	117
		5.00 - 5.30						A	11.8	31	962	1440	472	118	497	105	239	275	255	222	750	245	364	344	364	311	55	15	138	89
ANOTHER WORLD																														
1	MTU THF	2.00P	60	NBC	15	196	205	A	4.1	15	334	1332	946	170	1036	386	530	413	379	463	240	48	72	48	90	153	23	23	33	21
2	TU-F	2.00P	60			95	99	B	4.3	16	350	1288	897	160	963	350	489	403	367	437	250	49	78	60	98	159	27	19	48	18
		2.00 - 2.30						A	4.1	15	334	1290	924	149	1005	386	503	399	351	460	237	48	72	45	87	149	21	21	27	18
		2.30 - 3.00						A	4.1	15	334	1350	965	189	1063	384	554	424	403	467	233	42	66	47	90	152	23	23	31	16



PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																				
AS THE WORLD TURNS																																				
M-F 1.30P 60 CBS DD 197 197																																				
1.30 - 2.00																																				
2.00 - 2.30																																				
BLOCKBUSTERS																																				
M-F 10.30A 30 NBC QG 146 148																																				
83 84																																				
BODY HUMAN:BOY/MAN(S)																																				
2 TUE. 4.30P 60 CBS DO 178																																				
4.30 - 5.00																																				
5.00 - 5.30																																				
CARD SHARKS																																				
M-F 12.00N 30 NBC QG 17 130 135																																				
67 70																																				
DAYS OF OUR LIVES																																				
1 M-F 1.00P 60 NBC DD 17 202 206																																				
2 TU-F 1.00P 60 98 99																																				
1.00 - 1.30																																				
1.30 - 2.00																																				
DAYS OF OUR LIVES-MON(B)																																				
2 MON. 1.00P 23 NBC DD 163 78																																				

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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK #		START TIME		DUR		NET TYPE		PROG. TYPE		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
																						TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL		18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL 6-11	
WEEKDAY DAYTIME CONT'D																																																	
MORNING-KURALT & SAWYER 20 179 179																																																	
M-F 7.30A 90 CBS N 98 98																																																	
7.30 - 8.00																																																	
8.00 - 8.30																																																	
8.30 - 9.00																																																	
NAT'L LEAGUE CHAMP GM 1(S) 206																																																	
1 TUE. 4.00P 180 NBC SE 99																																																	
4.00 - 4.30																																																	
4.30 - 5.00																																																	
5.00 - 5.30																																																	
5.30 - 6.00																																																	
6.00 - 6.30																																																	
6.30 - 7.00																																																	
NAT'L LEAGUE CHAMP GM 5(S) 208																																																	
2 MON. 1.23P 178 NBC SE 99																																																	
1.30 - 2.00																																																	
2.00 - 2.30																																																	
2.30 - 3.00																																																	
3.00 - 3.30																																																	
3.30 - 4.00																																																	
4.00 - 4.30																																																	
NEWSBREAK-11.57 18 169 171																																																	
M-F 11.57A 2 CBS N 90 90																																																	
NEWSBREAK-3.57 20 178 178																																																	
M-F 3.57P 2 CBS N 97 97																																																	
ONE DAY AT A TIME-M-F 19 128 130																																																	
M-F 10.00A 30 CBS CS 77 78																																																	
ONE LIFE TO LIVE 19 198 199																																																	
M-F 2.00P 60 ABC DD 99 99																																																	
2.00 - 2.30																																																	
2.30 - 3.00																																																	
PASSWORD PLUS 19 177 183																																																	
M-F 11.30A 30 NBC QG 93 93																																																	
PRICE IS RIGHT 1 19 193 193																																																	
M-F 11.00A 30 CBS AP 96 96																																																	
PRICE IS RIGHT 2 18 194 192																																																	
M-F 11.30A 30 CBS AP 96 96																																																	
RYAN'S HOPE 19 183 184																																																	
M-F 12.30P 30 ABC DD 97 97																																																	
SEARCH FOR TOMORROW 18 187 188																																																	
M-F 2.30P 30 CBS DD 95 95																																																	
TEXAS 16 174 182																																																	
1 MTU THF 3.00P 60 NBC DD 86 89																																																	
CONT'D																																																	



# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
TEXAS-CONT'D																																	
2 TU-F 3.00P 60																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
TODAY SHOW-7.30AM																																	
M-F 7.30A 30 NBC N 19 211 211																																	
99 99																																	
TODAY SHOW-8.30AM																																	
M-F 8.30A 30 NBC N 19 211 211																																	
99 99																																	
UP TO THE MINUTE																																	
M-F 4.00P 30 CBS DN 19 146 145																																	
75 75																																	
WAKE UP																																	
M-F 7.00A 30 CBS C 19 165 166																																	
91 92																																	
WHEEL OF FORTUNE																																	
M-F 11.00A 30 NBC QG 19 188 192																																	
95 96																																	
YOUNG AND THE RESTLESS																																	
M-F 12.30P 60 CBS DD 19 195 195																																	
99 99																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
*WEEKEND DAYTIME																																	
ABC WEEKEND SPECIALS																																	
SAT. 12.00N 30 ABC FV 3 176 170																																	
96 93																																	
ABC WIDE WORLD-SPORTS SAT																																	
1 SAT. 2.00P 86 ABC SA 39 204																																	
99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
3.00 - 3.30																																	
AMERICAN BANDSTAND '81																																	
1 SAT. 12.30P 60 ABC PC 2 163																																	
87																																	
12.30 - 1.00																																	
1.00 - 1.30																																	
ANIMALS, ANIMALS, ANIMALS																																	
1 SUN. 11.30A 30 ABC CL 45 98																																	
71																																	
ASK NBC NEWS-12:28PM																																	
2 SAT. 12.28P 2 NBC CN 1 180																																	
91																																	
ASK NBC NEWS-8:28AM																																	
SAT. 8.28A 2 NBC CN 6 168 174																																	
94 94																																	
ASK NBC NEWS-9:28AM																																	
SAT. 9.28A 2 NBC CN 6 198 199																																	
98 98																																	
ASK NBC NEWS-10:28AM																																	
SAT. 10.28A 2 NBC CN 6 197 198																																	
98 98																																	
ASK NBC NEWS-11:28AM																																	
SAT. 11.28A 2 NBC CN 6 174 191																																	
83 95																																	

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+			
WEEKEND DAYTIME CONT'D																													
ASK NBC NEWS 12:28PM																													
1 SAT. 12.28P 2 NBC CN																													
BLACKSTAR																													
SAT. 11.00A 30 CBS CA																													
BUGS BUNNY/ROAD RUNNER 1																													
SAT. 9.00A 30 CBS CA																													
BUGS BUNNY/ROAD RUNNER 2																													
SAT. 9.30A 30 CBS CA																													
BUGS BUNNY/ROAD RUNNER 3																													
SAT. 10.00A 30 CBS CA																													
BULLWINKLE																													
SAT. 12.30P 30 NBC CA																													
CBS NFL FTBL PRE																													
SUN. 12.30P 30 CBS SC																													
CBS NFL FTBL GM 1																													
1 SUN. 1.00P 195 CBS SE																													
2 SUN. 1.00P 211																													
1.00 - 1.30																													

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PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																						
WK # DAY		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)																			
															18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																	
WEEKEND DAYTIME CONT'D																																												
COLLEGE FOOTBALL '81																		6	143	110	A	3.2	9	261	1341	578	237^	578	272^	421^	287^	249^	157^	566	244^	295^	215^	223^	229^	66v	19v	131^	69v	
1 SUN. 12.30P 30 ABC SC																		86	80	B	2.7	9	220	660	261	133	261	117	203	149	123	58	279	134	168	125	104	89	41	LT	79	49		
2 SUN. 1.30P 23																																												
DAFFY/SPEEDY SHOW																		5	155		A	3.5	13	285	1344	239^	53v	256^	120v	151v	85v	63v	105v	253^	133v	189v	108v	83v	64v	141v	42v	694^	354^	
1 SAT. 12.00N 30 NBC CA																		76		B	4.1	16	334	1606	293	132	336	177	247	162	112	76	340	234	300	144	94	40	201	108	729	372		
2 SAT. 12.00N 30 NBC CA																		1	180		A	5.1	19	416	1745	231^	56v	231^	119v	119v	63v	LT	112v	358^	218^	256^	148^	38v	102v	356^	213^	800	500^	
1 SAT. 11.26A 3 ABC CN																		96	94	B	5.1	19	416	1745	231	56	231	119	119	63	LT	112	358	218	256	148	38	102	356	213	800	500		
DEAR ALEX & ANNIE-11.26AM																		6	186	179	A	5.6	22	456	1428	287	46v	287	89^	154^	127^	75^	133^	217^	98^	143^	119^	45v	74^	215^	96^	709	496	
1 SAT. 11.26A 3 ABC CN																		96	94	B	5.5	23	448	1455	271	117	297	141	197	134	83	90	185	85	125	100	45	60	310	143	663	403		
DEAR ALEX & ANNIE-11.25AM																		5	117		A	2.0	7	163	1399^	405^	178v	405^	240v	240v	128v	165v	111v	258v	191v	258v	165v	67v	LT	331v	98v	405^	202v	
1 SUN. 11.25A 4 ABC CN																		81		B	2.2	9	179	1588	421	211	432	214	289	201	161	110	282	190	225	175	68	38	320	145	554	374		
FACE THE NATION																		7	143	148	A	3.4	11	277	1408	498	112^	498	130^	202^	202^	152^	296^	643	181^	267^	245^	282^	344^	LT	LT	267^	101v	
1 SUN. 11.30A 30 CBS CC																		90	93	B	3.2	12	261																					
FAMOUS CLASSIC TALES(S)																		131			A	3.7	7	302	1507	309^	239^	441^	202^	334^	282^	223^	57v	724^	165v	364^	499^	526^	182v	119v	79v	223^	137v	
2 SUN. 4.18P 42 CBS CA																		76			A	4.4	9	359	1538	321^	243^	449^	202^	349^	293^	238^	50v	721	181^	377^	492^	508^	178^	133v	94v	235^	132v	
4.30 - 5.00																					A	5.1	9	416	1305	605	166^	631	132v	276^	257^	245^	348^	477^	186^	229^	240^	211^	149^	53v	36v	144v	62v	
FESTIVAL OF LIVELY ARTS(S)																		138																										
2 SUN. 5.00P 60 CBS CL																		85																										

5.00 - 5.30	A	4.8	9	391	1335	596^192^	629	146v	291^274^	205^324^	517^223^	277^290^	231^132v	68v	43v	121v	69v						
5.30 - 6.00	A	5.3	9	432	1282	623 144^	639	118v	262^241^	282^377^	441^150^	185^199^	199^164^	37v	27v	165^	56v						
FLINTSTONE'S COMEDY SHW2	A	2.2	20	179	2078	351^223^	401^173^	358^229^	212^	43v	337^158v	235^189^	162v	46v	156v	156v	1184	860					
SAT. 8.00A 30 NBC CA 94 94	B	2.4	20	196	1581	223 82	237	57	155	148	143	51	253	117	180	152	110	49	156	91	935	640	
FONZ AND HAPPY DAYS GANG	A	4.9	25	399	1654	191^	66v	191^	47v	120^168^	144^	23v	66v	53v	53v	53v	13v	13v	332	LT	1065	729	
SAT. 9.00A 30 ABC CA 98 98	B	4.8	23	391	1731	138 68	160	84	115	97	71	20	128	83	107	99	40	17	261	46	1182	727	
GOLDIE GOLD/ACTION JACK	A	6.0	24	489	1532	259	35v	259	75^	144^124^	99^115^	190^	84^	127^108^	43v	63^	276	111^	807	548			
SAT. 11.00A 30 ABC CA 96 94	B	5.9	25	481	1499	261	115	286	147	202	135	90	75	169	77	119	95	45	50	332	155	712	428
HEATHCLIFF & MARMADUKE	A	3.2	18	261	1628	154^	24v	154^	35v	131^131^	119^	23v	77v	77v	77v	77v	LT	LT	237^	LT	1160	735	
SAT. 8.30A 30 ABC CA 92 79	B	3.7	19	302	1610	162 29	196	130	165	93	53	31	183	127	127	87	38	47	230	46	1001	582	
IN THE NEWS- 8.26AM	A	2.3	17	187	1519	422^118v	422^278^	358^144v	80v	64v	209^113v	181^155v	96v	28v	134v	86v	754	375^					
SAT. 8.26A 3 CBS CN 98 97	B	3.3	23	269	1360	174 56	175	88	126	85	46	41	166	87	103	70	79	63	103	34	916	538	
IN THE NEWS- 8.56AM	A	3.1	18	253	1510	367^	99v	367^169^	315^169^	146^	52v	375^225^	284^178^	91v	91v	139^111v	629	285^					
SAT. 8.56A 3 CBS CN 97 97	B	3.7	20	302	1501	214 59	213	111	165	115	78	24	231	147	163	100	66	68	172	56	885	466	
IN THE NEWS- 9.26AM	A	4.1	19	334	1368	328^128^	358^144^	245^114^	101^113^	288^169^	219^189^	98^	59v	147^	69v	575	273^						
SAT. 9.26A 3 CBS CN 99 99	B	4.9	22	399	1615	311 104	361	206	294	155	118	58	300	182	234	143	99	64	213	67	741	347	
IN THE NEWS- 9.56AM	A	7.3	30	595	1479	353 160^	356	184^	278	154^	100^	72^	331	213	254	231	97^	65^	164^	66^	628	273	
SAT. 9.56A 3 CBS CN 99 99	B	7.2	30	587	1605	296 106	321	181	261	144	108	52	349	196	265	200	117	81	236	81	699	325	
IN THE NEWS- 11.56AM	A	5.1	19	416	1536	440 156^	474	219^	334	206^	158^109^	209^168^	199^125^	31v	LT	139^	67v	714	330				
SAT. 11.56A 3 CBS CN 96 96	B	5.7	22	465	1439	326 114	373	225	285	190	96	63	226	154	190	131	59	31	161	72	679	353	
IN THE NEWS- 12.26PM	A	5.3	20	432	1701	535 191^	573	276^	410	258^	214^129^	245^199^	222^	82^	46v	23v	167^	53v	716	324			
SAT. 12.26P 3 CBS CN 97 97	B	5.7	21	465	1594	376 129	437	222	292	214	156	103	310	208	246	147	87	56	156	32	691	374	



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														WOMEN					MEN																					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11											
WEEKEND DAYTIME CONT'D																																								
IN THE NEWS-12.56PM SAT. 12.56P 3 CBS CN 6 168 156 93 92																		A	5.8	20	473	1913	451	178^	557	251^	398	243^	208^	151^	299	186^	207^	130^	94^	46^	258	73^	799	455
																		B	5.6	20	456	1705	336	114	431	206	286	196	133	128	303	177	216	139	119	65	216	47	755	422
IN THE NEWS- 1.26PM SAT. 1.26P 3 CBS CN 6 171 166 94 94																		A	5.5	18	448	1915	512	161^	521	254^	402	277	213^	112^	331	182^	203^	180^	117^	69^	324	87^	739	346
																		B	5.5	18	448	1692	414	154	486	198	302	228	214	156	342	201	225	117	124	85	232	83	632	357
IN THE NEWS-10.56AM SAT. 10.56A 3 CBS CN 6 192 192 98 98																		A	6.4	25	522	1515	400	178^	414	173^	329	223^	191^	85^	284	184^	233	147^	76^	51^	146^	105^	671	260
																		B	6.8	27	554	1412	332	126	351	192	280	193	135	57	269	173	221	141	69	44	149	106	643	302
IN THE NEWS-11.26AM SAT. 11.26A 3 CBS CN 6 186 186 96 96																		A	5.9	23	481	1599	481	187^	508	262	374	238^	154^	107^	250	151^	207^	154^	56^	43^	127^	47^	714	335
																		B	6.5	26	530	1527	351	132	404	249	317	196	107	71	270	183	224	163	63	41	131	48	722	364
ISSUES AND ANSWERS 1 SUN. 12.00N 30 ABC CC 2 173 128																		A	3.6	10	293	1512	512	161^	516	201^	342^	211^	263^	161^	740	279^	423	372^	378^	273^	191^	61^	65^	28^
2 SUN. 1.11P 30																		B	3.6	10	293	1512	512	161	516	201	342	211	263	161	740	279	423	372	378	273	191	61	65	28
KID SUPER POWER I SAT. 9.30A 30 NBC CA 6 197 198 98 98																		A	5.3	24	432	1407	207^	56^	211^	140^	140^	47^	51^	71^	112^	71^	71^	17^	28^	41^	107^	95^	977	595
																		B	5.5	24	448	1642	229	101	232	125	150	81	53	74	196	110	143	80	66	40	164	84	1050	681
KID SUPER POWER II SAT. 10.00A 30 NBC CA 6 197 198 98 98																		A	5.6	23	456	1423	155^	28^	158^	118^	118^	29^	17^	40^	134	81^	95^	56^	37^	39^	90^	42^	1041	631
																		B	5.7	24	465	1762	228	94	233	131	168	92	54	56	249	167	201	111	59	41	148	53	1132	741
KIDS ARE PEOPLE TOO I 1 SUN. 10.30A 30 ABC CL 5 117 81																		A	2.7	11	220	1259	481^	195^	481^	218^	218^	155^	100^	231^	324^	141^	324^	228^	183^	LT	68^	68^	386^	232^
																		B	2.2	10	179	1382	431	177	429	212	251	162	130	153	246	193	241	141	53	LT	274	128	433	276
KIDS ARE PEOPLE TOO II 5 117																		A	2.4	9	196	1418	475^	174^	475^	246^	246^	124^	163^	178^	244^	169^	244^	141^	75^	LT	356^	81^	343^	190^
1 SUN. 11.00A 30 ABC CL 81																		B	2.4	10	196	1647	419	200	427	218	274	170	133	132	269	183	223	148	66	33	395	132	556	385
KWICKY KOALA SHOW SAT. 8.00A 30 CBS CA 6 184 182 98 97																		A	2.1	17	171	1433	315^	117^	322^	188^	269^	176^	81^	53^	194	82^	164^	152^	112^	30^	151^	111^	766	439^
																		B	2.8	21	228	1418	179	65	180	70	111	99	56	58	190	78	100	68	88	90	142	50	906	554
LAVERNE AND SHIRLEY SAT. 9.30A 30 ABC CA 3 193 194 99 99																		A	6.9	31	562	1706	137^	37^	137^	43^	79^	96^	94^	34^	60^	46^	46^	46^	14^	14^	389	53^	1120	784
																		B	7.1	31	579	1732	129	47	130	70	92	102	60	22	93	72	86	86	21	LT	328	33	1181	814
MEET THE PRESS SUN. 12.00N 30 NBC CC 54 152 134 90 86																		A	3.2	11	261	1352	375^	156^	456^	57^	149^	146^	207^	288^	637	123^	299^	307^	336^	303^	49^	LT	210^	108^
																		B	3.9	15	318																			
NAT'L LEAGUE CHAMP GM 4(S) 1 SAT. 1.00P 207 NBC SE 211 99																		A	13.1	39	1068	1204	372	146^	403	113^	215^	187^	189^	155^	672	207^	329	349	339	274	60^	26^	69^	48^
1.00 - 1.30																		A	8.3	29	676	1229	402	126^	428	65^	167^	180^	230^	222^	626	187^	309^	323^	309^	247^	86^	53^	89^	56^
1.30 - 2.00																		A	12.3	41	1002	1269	391	131^	410	89^	178^	178^	208^	198^	680	185^	307	344	335	298	63^	31^	116^	85^
2.00 - 2.30																		A	12.7	39	1035	1138	361	140^	378	88^	195^	181^	195^	151^	620	173^	286	337	330	249	73^	26^	67^	37^
2.30 - 3.00																		A	13.3	38	1084	1139	362	140^	377	107^	204^	173^	181^	146^	608	194^	294	328	302	242	71^	23^	83^	58^
3.00 - 3.30																		A	14.5	40	1182	1216	406	164^	435	143^	255	207	184^	145^	684	232	341	343	321	280	42^	18^	55^	41^
3.30 - 4.00																		A	15.9	44	1296	1207	343	146^	387	119^	224	182^	165^	132^	716	226	359	355	367	299	56^	19^	48^	31^
4.00 - 4.30																		A	14.8	39	1206	1263	357	162^	415	151^	257	210	182^	126^	751	241	389	413	397	285	53^	26^	44^	36^
NAT'L LGE RAINOUT COVRGE(S) 1 SUN. 4.00P 63 NBC SC 171 89																		A	10.6	22	864	1471	414	225^	441	120^	235^	216^	185^	186^	831	270^	494	398	449	322	85^	26^	114^	101^
4.00 - 4.30																		A	11.0	23	897	1494	387	210^	408	114^	227^	206^	175^	161^	890	265	552	455	513	320	77^	33^	119^	110^
4.30 - 5.00																		A	10.4	22	848	1438	437	243^	465	128^	245^	220^	194^	202^	778	275^	440	343	388	325	86^	16^	109^	92^
NCAA FOOTBALL PRE GAME 1 SAT. 3.30P 14 ABC SC 6 209 215 99 99																		A	6.3	20	513	1359	312	76^	327	135^	207^	144^	124^	108^	719	331	494	410	242	188^	159^	83^	154^	141^
2 SAT. 12.30P 13																		B	6.3	23	513	1321	384	134	402	165	229	179	138	155	567	212	337	293	216	200	124	67	228	154
NCAA FOOTBALL GAME CONT'D 6 210 215																		A	12.1	33	986	1265	301	114^	316	86^	166	143	144	125	756	277	460	393	343	246	70^	37^	123	83^





PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
WEEKEND DAYTIME CONT'D																																	
POPEYE/OLIVE COMEDY SHOW					6	192	192	A	6.7	26	546	1511	383	159^	396	160^	316	223	180^	80^	305	193^	248	162^	88^	57^	138^	102^	672	270			
SAT. 10.30A 30 CBS CA					98	98	B	6.9	28	562	1444	338	122	356	193	290	192	139	53	277	173	232	150	84	42	172	102	639	301				
RICHIE RICH/SOOBY DOO-1					6	191	189	A	5.8	26	473	1687	188^	76^	211^	110^	132^	123^	101^	59^	93^	78^	78^	78^	15^	15^	358	95^	1025	722			
SAT. 10.00A 30 ABC CA					99	98	B	5.8	27	473	1657	150	86	190	119	134	101	61	35	128	70	98	90	44	30	349	150	990	644				
RICHIE RICH/SOOBY DOO-2					6	194	192	A	7.5	32	611	1748	163^	56^	197	122^	148^	106^	75^	28^	89^	70^	70^	70^	19^	19^	277	97^	1185	786			
SAT. 10.30A 30 ABC CA					99	98	B	7.1	31	579	1720	166	82	210	143	165	115	58	21	148	90	116	105	41	32	325	152	1037	658				
SCHOOLHOUSE ROCK-8.26AM					6	181	162	A	3.3	22	269	1450	71^	52^	122^	93^	108^	57^	LT	LT	93^	93^	93^	93^	LT	LT	131^	LT	1104	669			
SAT. 8.26A 4 ABC CN					93	79	B	3.3	21	269	1645	198	53	245	166	222	145	59	23	164	126	141	107	27	20	205	35	1031	618				
SCHOOLHOUSE ROCK-10.55AM					6	195	192	A	6.9	29	562	1726	150^	55^	178^	96^	129^	101^	82^	25^	76^	61^	61^	61^	15^	15^	340	106^	1132	781			
SAT. 10.55A 4 ABC CN					99	98	B	6.3	27	513	1702	172	87	213	141	169	115	63	21	146	85	110	99	42	32	336	145	1007	636				
SCHOOLHOUSE ROCK-11.56AM					6	186	180	A	5.2	19	424	1649	272^	92^	291	172^	243^	175^	82^	48^	356	222^	306	214^	106^	50^	249^	66^	753	463			
SAT. 11.55A 4 ABC CN					97	94	B	5.1	20	416	1463	294	141	332	165	232	160	108	89	251	152	202	164	69	48	251	93	629	365				
SCHOOLHOUSE ROCK-11.55AM					43	98	A	2.0	7	163	1374^	392^	111^	392^	110^	263^	202^	153^	129^	307^	55^	55^	55^	68^	252^	111^	LT	564^	430^				
1 SUN. 11.55A 4 ABC CN					71		B	2.7	11	220																							
SMURFS I					6	198	199	A	5.9	37	481	1584	234^	107^	272	141^	206^	105^	111^	66^	147^	71^	103^	76^	62^	36^	88^	56^	1077	717			
SAT. 8.30A 30 NBC CA					98	98	B	5.6	33	456	1526	188	98	202	96	163	107	90	32	171	86	124	87	72	35	143	66	1010	697				
SMURFS II					6	198	199	A	7.8	39	636	1568	185^	60^	210	146^	146^	36^	45^	64^	114^	51^	75^	47^	51^	39^	117^	57^	1127	784			

SAT.	9.00A	30	NBC	CA	98	98	B	7.6	37	619	1542	147	67	166	95	129	71	58	30	146	78	102	66	56	34	174	70	1056	741	
SPACE STARS I					6	174	192	A	4.5	18	367	1379	117^	19v	117^	82v	82v	18v	LT	35v	193^	135^	135^	70v	33v	58v	216^	43v	853	535
SAT.	10.30A	30	NBC	CA	83	95	B	4.6	19	375	1689	184	85	206	106	148	88	53	54	282	203	232	143	57	42	208	53	993	657	
SPACE STARS II					6	174	192	A	4.8	19	391	1425	146^	13v	146^	106^	106^	41v	LT	40v	191^	120^	120^	64v	45v	71v	292^	30v	796	397
SAT.	11.00A	30	NBC	CA	83	95	B	4.7	19	383	1712	234	105	250	139	185	123	63	58	313	228	254	142	65	48	240	72	909	546	
SPIDER-MAN & FRIENDS					6	191	194	A	5.8	23	473	1277	170^	29v	173^	112^	112^	59v	34v	61v	162^	111^	111^	55v	21v	51v	257	55v	685	366
SAT.	11.30A	30	NBC	CA	93	94	B	5.5	22	448	1694	263	100	268	124	185	133	100	77	257	189	222	114	51	35	197	70	972	569	
SPORTSBEAT					2	133		A	6.0	13	489	1616	591	136^	644	185^	343^	306^	294^	249^	730	192^	419^	387^	369^	265^	74v	47v	168^	79v
2 SUN.	4.00P	30	ABC	SC		82	B	4.4	10	359																				
SPORTSWORLD-SAT					3	173		A	6.6	17	538	1255	405^	93v	422^	76v	179^	197^	212^	195^	680	177^	323^	370^	405^	284^	106v	65v	47v	28v
1 SAT.	4.27P	99	NBC	SA		92	B	6.5	18	530																				
	4.30 - 5.00						A	7.4	20	603	1235	372^	120^	372^	75v	189^	204^	194^	146^	687	178^	362^	418	453	249^	95v	61v	81v	53v	
	5.00 - 5.30						A	6.6	17	538	1303	425^	88v	425^	72v	181^	211^	216^	184^	731	178^	340^	393^	426^	308^	127^	84v	20v	13v	
	5.30 - 6.00						A	5.9	15	481	1175	401^	52v	453^	70v	142^	157^	215^	259^	592	168^	254^	277^	310^	286^	102v	56v	28v	12v	
SUNDAY MORNING					7	151	154	A	5.7	26	465	1482	651	256^	677	249^	320	329	224^	310	518	141^	219^	240^	254^	219^	127^	11v	160^	108^
SUN.	9.00A	90	CBS	N		89	90	B	4.7	24	383																			
	9.00 - 9.30						A	4.8	24	391	1355	605	258^	674	240^	322	297^	241^	296^	416	51v	131^	158^	248^	207^	116^	13v	149^	65v	
	9.30 - 10.00						A	6.2	28	505	1489	736	305	747	302	372	402	225^	320	484	76^	164^	213^	282	224^	142^	LT	116^	80^	
	10.00 - 10.30						A	6.1	26	497	1563	600	201^	612	205^	271	283	213^	307	624	267	338	333	236^	222^	120^	11v	207^	167^	
SUPERFRIENDS					6	181	162	A	2.9	21	236	1343	73v	43v	115v	68v	85v	47v	21v	26v	122v	114v	114v	114v	LT	LT	110v	LT	996	648
SAT.	8.00A	30	ABC	CA	93	79	B	3.0	21	245	1520	209	49	256	152	218	144	70	37	161	129	137	102	LT	LT	196	35	907	563	
TARZAN/L.RANGER/ZORRO HR1					6	186	183	A	5.6	21	456	1542	444	147^	473	222^	337	202^	158^	105^	231^	165^	199^	124^	34v	32v	149^	75^	689	331
SAT.	11.30A	30	CBS	CA	96	96	B	5.9	23	481	1488	335	113	384	237	298	183	97	65	250	171	206	134	56	39	163	76	691	363	

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND OCT. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK. 1 WK. 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEEN 3 (12-17)		CHILDREN (2-11)	
																								WOMEN					MEN								
																								18- 34 49 54 64 55 +					18- 34 49 54 64 55 +								
WEEKEND DAYTIME CONT'D																																					
TARZAN/L.RANGER/ZORRO HR2																																					
SAT. 12.00N 30 CBS CA 6 187 184 A 5.6 21 456 1700 567 181^ 600 267 416 257^ 204^151^ 216^192^ 209^ 70^ 17^ LT 179^ 55^ 705 343																																					
SAT. 12.00N 30 CBS CA 97 97 B 6.1 23 497 1584 376 115 431 238 307 198 122 98 263 187 222 152 66 30 170 40 720 400																																					
30 MINUTES																																					
SAT. 1.30P 30 CBS DN 5 171 161 A 3.5 11 285 1737 646 284^ 663 337^ 458 246^ 210^186^ 255^193^ 193^165^ 35^ 27^ 218^ 60^ 601 298^																																					
SAT. 1.30P 30 CBS DN 92 92 B 3.5 12 285 1627 540 253 651 333 426 264 243 174 291 141 193 143 116 62 212 95 473 268																																					
THUNDARR THE BARBARIAN																																					
SAT. 11.30A 30 ABC CA 6 186 180 A 5.5 20 448 1667 291 94^ 308 175^ 247^183^ 98^ 58^ 392 234^ 322 233^ 120^ 70^ 224^ 64^ 743 473																																					
SAT. 11.30A 30 ABC CA 97 94 B 5.2 20 424 1539 299 142 333 169 241 177 112 76 290 184 236 179 73 51 255 101 661 403																																					
TOM AND JERRY COMEDY SHOW																																					
SAT. 12.30P 30 CBS CA 6 168 156 A 6.1 22 497 1905 514 169^ 538 254 393 234^ 185^130^ 276 173^ 194^132^ 88^ 32^ 257 63^ 834 457																																					
SAT. 12.30P 30 CBS CA 93 92 B 5.9 21 481 1710 354 122 419 212 288 193 125 111 303 185 226 154 113 53 214 43 774 441																																					
TROLLKINS																																					
SAT. 8.30A 30 CBS CA 6 188 188 A 2.7 16 220 1559 401^105^ 406^209^ 356^197^ 147^ 50^ 341^200^ 268^195^ 95^ 73^ 162^117^ 650 319^																																					
SAT. 8.30A 30 CBS CA 97 97 B 3.6 20 293 1482 217 58 218 120 176 119 74 24 191 111 127 102 70 64 156 51 917 508																																					
WORLD SERIES PRE GAME #4(S)																																					
2 SAT. 4.00P 15 ABC SC 217 A 18.2 49 1483 1421 445 171 518 135^ 228 193 228 255 786 227 442 439 393 299 58^ LT 59^ 44^																																					
2 SAT. 4.00P 15 ABC SC 99																																					
WORLD SERIES GAME #4(S)																																					
2 SAT. 4.18P 225 ABC SE 217 A 28.4 57 2315 1640 537 206 613 171 308 290 285 257 841 301 528 513 396 276 57^ 12^ 129 88^																																					
2 SAT. 4.18P 225 ABC SE 99																																					
4.30 - 5.00																																					
5.00 - 5.30																																					
5.30 - 6.00																																					
6.00 - 6.30																																					
6.30 - 7.00																																					
7.00 - 7.30																																					
7.30 - 8.00																																					
WORLD SERIES PRE GAME #5(S)																																					
2 SUN. 4.30P 15 ABC SC 214 A 15.8 32 1288 1729 639 239 693 256 413 347 311 223 776 240 436 386 367 280 84^ 37^ 176^ 138^																																					
2 SUN. 4.30P 15 ABC SC 99																																					
WORLD SERIES GAME #5(S)																																					
2 SUN. 4.45P 156 ABC SE 215 A 26.4 45 2152 1817 620 254 740 233 393 330 342 293 837 267 479 427 416 307 102^ 40^ 138 107^																																					
2 SUN. 4.45P 156 ABC SE 99																																					
5.00 - 5.30																																					
5.30 - 6.00																																					
6.00 - 6.30																																					
6.30 - 7.00																																					
7.00 - 7.30																																					

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 12, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		21,430 26.3		31,620 38.8										
	ABC TV		{		← THAT'S INCREDIBLE (OP) →		← NFL MONDAY NIGHT FOOTBALL →										
	AVERAGE AUDIENCE (Households (000) & %)		{		15,400 18.9		16,790 20.6		20.5*		23.2*		22.6*		20.5*		
	SHARE OF AUDIENCE		{		29 16.8		33 19.8		30 *		34 *		33 *		31 *		
	AVG. AUD. BY ¼ HR.		{		17.2* 27 *		20.6* 31 *		20.5		23.0		22.9		20.4		
	TOTAL AUDIENCE (Households (000) & %)		{		16,380 20.1		22,090 27.1		24,860 30.5								
	CBS TV		{		← PRIVATE BENJAMIN →		← TWO OF US (OP) →		← M*A*S*H (R) →		← COUNTRY MUSIC AWARDS (9:30-11:07PM) (-OP) →						
	AVERAGE AUDIENCE (Households (000) & %)		{		14,260 17.5		18,830 23.1		16,950 20.8		20.9*		21.0*		20.8*		
	SHARE OF AUDIENCE		{		27 17.4		33 22.6		31 20.5		30 *		31 *		32 *		
	AVG. AUD. BY ¼ HR.		{		17.6		23.7		21.3		20.9		21.0		20.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		19,970 24.5		24,210 29.7										
	NBC TV		{		← LITTLE HOUSE-PRAIRIE (OP) →		← NBC MONDAY NIGHT MOVIES →										
	AVERAGE AUDIENCE (Households (000) & %)		{		16,300 20.0		17,280 21.2		20.5*		20.8*		21.9*		21.5*		
	SHARE OF AUDIENCE		{		30 17.6		31 20.7		30 *		30 *		32 *		34 *		
	AVG. AUD. BY ¼ HR.		{		18.5* 29 *		21.5* 32 *		20.3		20.9		22.2		21.0		
	TOTAL AUDIENCE (Households (000) & %)		{		19,800 24.3		30,320 37.2										
	ABC TV		{		← THAT'S INCREDIBLE (OP) →		← NFL MONDAY NIGHT FOOTBALL →										
	AVERAGE AUDIENCE (Households (000) & %)		{		14,830 18.2		15,320 18.8		19.9*		21.2*		21.8*		20.7*		
	SHARE OF AUDIENCE		{		28 16.6		33 18.9		31 *		33 *		34 *		33 *		
	AVG. AUD. BY ¼ HR.		{		17.3		20.9		21.3		21.1		21.4		19.4		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		17,850 21.9		28,850 35.4										
	CBS TV		{		← PRIVATE BENJAMIN →		← TWO OF US (OP) →		← VALLEY OF THE DOLLS PT 1 →								
	AVERAGE AUDIENCE (Households (000) & %)		{		15,160 18.6		19,320 23.7		22.7*		23.4*		24.8*		24.1*		
	SHARE OF AUDIENCE		{		29 17.7		37 21.8		34 *		36 *		39 *		41 *		
	AVG. AUD. BY ¼ HR.		{		19.4		23.5		23.3		23.5		24.7		24.0		
	TOTAL AUDIENCE (Households (000) & %)		{		18,170 22.3		20,780 25.5										
	NBC TV		{		← LITTLE HOUSE-PRAIRIE (OP) →		← NBC MONDAY NIGHT MOVIES →										
	AVERAGE AUDIENCE (Households (000) & %)		{		14,750 18.1		11,170 13.7		15.5*		14.9*		12.2*		12.2*		
	SHARE OF AUDIENCE		{		28 16.2		22 15.8		23 *		23 *		19 *		21 *		
	AVG. AUD. BY ¼ HR.		{		17.5		15.2		15.3		14.4		12.6		11.9		
TV HOUSEHOLDS USING TV																	
(See Def. 1)																	
WK. 1		55.8	57.0	58.4	62.0	64.1	65.7	67.3	67.8	68.9	69.3	68.9	69.2	68.1	67.3	65.4	62.7
WK. 2		56.1	58.1	59.2	61.2	63.1	65.6	66.3	67.5	67.3	66.9	66.2	64.5	63.3	62.5	60.8	57.3

TV HOUSEHOLDS USING TV WK. 1	55.8	57.0	58.4	62.0	64.1	65.7	67.3	67.8	68.9	69.3	68.9	69.2	68.1	67.3	65.4	62.7
(See Def. 1) WK. 2	56.1	58.1	59.2	61.2	63.1	65.6	66.3	67.5	67.3	66.9	66.2	64.5	63.3	62.5	60.8	57.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE. MON. OCT. 19, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.13, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		19,720 24.2		18,500 22.7		19,800 24.3		18,090 22.2		18,910 23.2							
ABC TV				HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART							
AVERAGE AUDIENCE (Households (000) & %)		{		16,460 20.2		16,220 19.9		18,170 22.3		16,870 20.7		15,320 18.8		18.9*					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		31 18.9		29 19.5		32 21.9		30 22.7		29 20.8		29* 19.0					
TOTAL AUDIENCE (Households (000) & %)		{		27,630 33.9										19.0					
CBS TV								CALLIE AND SON (OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		18,340 22.5		19.1* 22.5		21.9* 22.3		22.8* 22.9		23.7* 23.6		24.4* 24.2					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		34 18.5		29* 19.7		32* 22.1		33* 22.6		34* 23.8		37* 24.5					
TOTAL AUDIENCE (Households (000) & %)		{		3,020 3.7		13,690 16.8		28,530 35.0											
NBC TV				NBC NIGHTLY NEWS- TUE(B)		(1) (OP)				AMER. LEAGUE CHAMP GM 1 OAKLAND VS NY YANKEES (8:15-11:22PM)(-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		2,530 3.1		12,880 15.8		16,630 20.4		19.7* 20.1		19.8* 19.9		20.7* 20.5					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		6 3.1		25 15.8		31 16.6		29* 19.3		29* 20.1		30* 20.8					
TOTAL AUDIENCE (Households (000) & %)		{		2.530 3.2		15.8 16.6		19.3 20.1		19.8 20.1		20.5 20.8		21.0 21.1					
ABC TV										WORLD SERIES GAME #1 LOS ANGELES VS NY YANKEES (8:13-11:09PM)(OP)(-OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		24,370 29.9		29.8* 45*		29.8* 45*		30.4* 45*		31.1* 46*		30.3* 46*					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		46 23.6		26.0 29.1		30.5 30.5		30.5 31.2		31.1 31.1		30.7 30.0					
TOTAL AUDIENCE (Households (000) & %)		{		26,570 32.6															
CBS TV								VALLEY OF THE DOLLS PT 2 (OP)											
AVERAGE AUDIENCE (Households (000) & %)		{		15,240 18.7		15.4* 24*		17.4* 26*		18.7* 28*		19.5* 29*		21.0* 33*					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		29 14.6		24* 16.3		26* 17.2		28* 18.9		29* 19.5		33* 21.0					
TOTAL AUDIENCE (Households (000) & %)		{		19,640 24.1										13,370 16.4					
NBC TV						NBC TUESDAY NIGHT MOVIE THE DAY THE WOMEN GOT EVEN(R)(OP)						REVENGE OF THE GRAY GANG							
AVERAGE AUDIENCE (Households (000) & %)		{		11,250 13.8		13.1* 21		14.0* 21*		13.9* 21*		14.4* 21*		9,450 11.6					
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		12.6 12.6		13.5 13.5		14.3 14.3		14.2 14.2		13.6 14.1		11.7 11.7					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2		57.1 57.5	58.0 58.5	58.9 58.8	61.8 61.4	64.8 63.0	67.5 65.1	67.6 66.8	68.4 67.2	68.6 67.2	69.5 67.1	69.3 67.7	68.4 67.8	66.0 65.4	64.5 63.6	63.9 62.0	62.6 60.4

U.S. TV Households: 81,500,000

(1)AMER. LEAGUE CHAMP PRE 1,NBC,(8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.20. 1981

A-6 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

EVE.WED. OCT.14, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						33,820 41.5											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						22,330 27.4	22.1*		26.0*		28.6*		29.6*		29.4*		28.4*
	SHARE OF AUDIENCE %						42	34 *		38 *		43 *		45 *		46 *		46
	AVG. AUD. BY ¼ HR.						21.1	23.1	25.8	26.3	28.0	29.1	29.8	29.5	29.4	29.5	29.5	27.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,130 24.7		16,710 20.5		17,690 21.7							
	CBS TV						MR. MERLIN		WKRP IN CINCINNATI (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						16,460 20.2		15,240 18.7		11,080 13.6		13.4*		13.6*		13.7*	
	SHARE OF AUDIENCE %						31		28		21		20 *		21 *		21 *	
	AVG. AUD. BY ¼ HR.						19.4	21.0	18.9	18.5	13.5	13.3	13.6	13.7	13.6	13.8	14.0	13.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,740 14.4 (1) (OP)	26,810 32.9										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,080 13.6	14,670 18.0		16.2*		18.2*		18.6*		19.0*		19.0*
	SHARE OF AUDIENCE %						22	27		25 *		27 *		28 *		28 *		29 *
	AVG. AUD. BY ¼ HR.						13.6	13.8	15.2	17.1	18.2	18.2	18.1	19.0	18.9	19.0	18.6	19.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,860 44.0											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						23,470 28.8			24.7*		29.1*		31.4*		32.1*		30.8*
	SHARE OF AUDIENCE %						44			38 *		43 *		46 *		48 *		48 *
	AVG. AUD. BY ¼ HR.						20.5	21.7	23.7	25.7	28.4	29.8	31.3	31.4	32.1	32.1	32.6	29.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,170 22.3		15,890 19.5		20,130 24.7							
	CBS TV						MR. MERLIN		WKRP IN CINCINNATI (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						15,570 19.1		14,430 17.7		12,800 15.7		16.1*		16.1*		15.5*	
	SHARE OF AUDIENCE %						30		27		24		24 *		24 *		24 *	
	AVG. AUD. BY ¼ HR.						18.1	20.1	17.6	17.8	16.4	15.8	15.9	16.3	15.8	15.2	15.0	14.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,230 23.6				18,580 22.8							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,940 17.1	15.9*		18.3*		11,740 14.4		14.6*		14.0*		13.9*
	SHARE OF AUDIENCE %						26	25 *		27 *		22		22 *		22 *		23 *
	AVG. AUD. BY ¼ HR.						15.6	16.2	18.4	18.2	15.1	15.2	14.6	14.7	14.3	13.7	13.9	14.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.5	59.0	59.9	62.5	64.6	66.3	67.3	67.9	66.9	66.6	66.5	65.8	64.9	64.3	63.1	60.6
		WK. 2	57.9	60.0	60.7	62.7	63.9	65.5	66.4	67.1	66.9	67.1	67.0	67.2	65.9	63.6	62.4	59.8

U.S. TV Households: 81,500,000  
(1) NAT'L LEAGUE CHAMP PRE 2, NBC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.21, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,260 22.4		16,220 19.9		17,030 20.9		15,890 19.5		16,460 20.2		20/20	
	ABC TV					MORK & MINDY		BEST OF THE WEST		BOSOM BUDDIES		TAXI (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					16,060 19.7		14,830 18.2		15,000 18.4		13,770 16.9		12,470 15.3		16.4*	14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 18.8	20.6	29 18.1	18.3	29 18.5	18.3	27 16.3	17.5	26 16.8		27 * 15.9	24 * 15.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,700 25.4				24,780 30.4							
	CBS TV					MAGNUM, P.I. (OP)					MARGIN FOR MURDER						
	AVERAGE AUDIENCE (Households (000) & %)					15,730 19.3	18.1*		20.6*	20.1	19.0*		19.7*		20.9*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 17.2	30 * 18.9		32 * 20.6	33 18.8	30 * 19.2		31 * 19.4		34 * 20.4		36 * 21.1
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					30,400 37.3											
	NBC TV					AMER. LEAGUE CHAMP GM 3 NY YANKEES VS OAKLAND (8:14-12:00MD)(OP)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					15,730 19.3			17.2*		19.3*		20.2*		20.7*		20.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 12.9	13.2	16.1	28 * 18.3	19.1	31 * 19.6	19.9	32 * 20.4	20.4	33 * 20.4	21.1	20.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,720 24.2		16,710 20.5		16,460 20.2		16,540 20.3		15,400 18.9		20/20	
	ABC TV					MORK & MINDY		BEST OF THE WEST		BOSOM BUDDIES		TAXI (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					17,280 21.2		14,670 18.0		14,340 17.6		14,590 17.9		11,410 14.0		14.3*	13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 20.6	21.9	29 18.2	28 17.9	28 17.4	26 * 17.8	29 17.5	27 * 18.2	23 14.8	24 * 13.9	24 * 13.7	23 * 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,770 21.8				21,760 26.7							
	CBS TV					MAGNUM, P.I. (OP)					KILLJOY						
	AVERAGE AUDIENCE (Households (000) & %)					13,530 16.6	15.2*		18.1*	17.8	16.4*		16.9*		18.6*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 14.6	25 * 15.7		29 * 17.9	29 18.2	26 * 16.4	16.7	27 * 17.2	18.5	31 * 18.8	24 * 19.3	33 * 19.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,820 28.0								18,170 22.3			
	NBC TV					BOB HOPE TRIBUTE-G. FORD (OP)								CANDID CAMERA SPECIAL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,590 17.9	15.5*		18.0*		19.4*		18.8*	13,940 17.1	17.0*		17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 15.0	25 * 16.0		29 * 17.5	29 18.5	30 * 19.6	30 * 19.2	30 * 19.0	29 18.7	29 16.4	28 * 17.5	29 * 17.3
TV HOUSEHOLDS USING TV WK. 1		54.1	55.4	56.1	58.3	59.7	62.1	62.9	64.0	63.4	63.6	62.7	62.5	61.7	61.6	59.3	57.1
(See Def. 1) WK. 2		56.0	56.5	56.8	59.3	61.3	62.4	62.6	63.5	63.7	63.8	62.7	62.9	61.4	60.3	59.5	58.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.THU. OCT.22, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,480 23.9				17,360 21.3							
	ABC TV					ALL STAR FAMILY FEUD				ABC FRIDAY NIGHT MOVIE THE DAY THE LOVING STOPPED(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					15,080 18.5	18.1*		19.0*	11,250 13.8	14.1*		14.5*		13.7*		12.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 16.9	32 *		32 *	23 13.8	24 *		23 *		22 *		21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,010 22.1				24,530 30.1				27,060 33.2			
	CBS TV					INCREDIBLE HULK (OP)				DUKES OF HAZZARD				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)					13,690 16.8	16.0*		17.6*	19,970 24.5	23.2*		25.8*	23,150 28.4	28.7*		28.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.4	28 *		30 *	40 22.4	39 *		42 *	46 28.3	46 *		46 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,680 13.1	23,800 29.2										
	NBC TV					(1) (OP)	NAT'L LEAGUE CHAMP GM 3 MONTREAL VS LOS ANGELES (8:15-11:05PM)(-OP)										
	AVERAGE AUDIENCE (Households (000) & %)					9,940 12.2	13,200 16.2		13.9*		16.2*		16.8*		17.6*		18.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.2	27 11.8		23 *		27 *		27 *		28 *		30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					39,610 48.6											
	ABC TV					WORLD SERIES GAME #3 NY YANKEES VS LOS ANGELES (8:13-11:42PM)(OP)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					23,640 29.0			25.9*		29.0*		30.5*		29.2*		29.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					47 21.6			43 *		46 *		47 *		45 *		45 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,910 23.2				23,230 28.5				24,940 30.6			
	CBS TV					CBS NEWS HOUR EVERYTHING YOU EVER WANTED TO KNOW ABOUT MONSTERS...BUT WERE AFRAID (OP)				DUKES OF HAZZARD				DALLAS			
	AVERAGE AUDIENCE (Households (000) & %)					13,120 16.1	15.3*		17.0*	19,150 23.5	22.5*		24.5*	21,110 25.9	25.6*		26.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.8	25 *		27 *	37 21.6	36 *		38 *	42 25.0	40 *		43 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,630 15.5				12,140 14.9							
	NBC TV					NBC MAGAZINE (OP)				NBC FRIDAY NIGHT MOVIE REVENGE OF THE STEPFORD WIVES(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					7,910 9.7	10.5*		9.0*	6,850 8.4	8.0*		8.1*		8.5*		8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 10.8	17 *		15 *	13 8.1	13 *		13 *		13 *		14 *
TV HOUSEHOLDS USING TV		WK. 1	52.0	52.1	53.7	55.6	56.0	57.7	59.0	59.6	59.4	60.6	61.5	62.1	61.7	62.2	61.6
(See Def. 1)		WK. 2	56.4	57.8	58.7	60.1	60.6	60.9	61.7	62.4	62.6	63.6	64.4	64.1	63.7	63.1	61.8

U.S. TV Households: 81,500,000  
(1) NAT'L LEAGUE CHAMP PRE 3, NBC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.FRI. OCT.23, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.17, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				21,110 25.9				18,660 22.9					
	ABC TV		{		(1)		LOVE BOAT (OP)				FANTASY ISLAND (OP)					
	AVERAGE AUDIENCE (Households (000) & %)		{				14,340 17.6		15.1* 27 *		17.3* 29 *		20.3* 34 *		13,530 16.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		30 14.5		15.7 15.7		16.5 16.5		18.0 18.0		20.2 20.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				17,600 21.6				22,980 28.2					
	CBS TV		{				WALT DISNEY HERBIE RIDES AGAIN, PART 2(OP)				CBS SAT. NIGHT MOVIE RETURN OF THE REBELS					
	AVERAGE AUDIENCE (Households (000) & %)		{				13,450 16.5		16.2* 29 *		16.8* 28 *		20.0 35		17.6* 30 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		28 15.8		16.5 16.5		16.8 16.8		17.4 17.4		19.5 19.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				13,200 16.2				12,800 15.7					
	NBC TV		{				BARBARA MANDRELL (R)(OP)				NBC SATURDAY NIGHT MOVIES ELVIS AND THE BEAUTY QUEEN(R)(SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)		{				10,110 12.4		12.1* 21 *		12.6* 21 *		6,680 8.2		7.9* 13 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		21 11.9		12.3 12.3		12.8 12.8		12.4 12.4		8.6 7.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				16,140 19.8		14,510 17.8		22,900 28.1		18,170 22.3			
	ABC TV		{		WORLD SERIES GAME #4 NY YANKEES VS. LOS ANGELES (4:18-8:03PM)(-OP)		MAGGIE (8:03-8:33PM) (OP)(-OP)		MAKING A LIVING (8:33-9:03PM) (OP)(-OP)		LOVE BOAT (9:03-10:03PM)(OP)(-OP)		FANTASY ISLAND (10:03-11:03PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)		{				12,960 15.9		12,470 15.3		18,420 22.6		14,670 18.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		31.6* 56 *		33.2* 57 *		21.4* 36 *		23.7* 40 *		18.4* 33 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				17,770 21.8				20,540 25.2					
	CBS TV		{				WALT DISNEY THE LEGEND OF SLEEPY HOLLOW(OP)				CBS SAT. NIGHT MOVIE DARK NIGHT OF THE SCARECROW					
	AVERAGE AUDIENCE (Households (000) & %)		{				13,370 16.4		15.5* 26 *		17.4* 29 *		14,590 17.9		16.1* 27 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		27 14.7		16.3 16.3		17.5 17.5		17.3 17.3		15.8 15.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				17,200 21.1				12,960 15.9		9,540 11.7			
	NBC TV		{				BARBARA MANDRELL (OP)				NASHVILLE PALACE (OP)		FITZ AND BONES			
	AVERAGE AUDIENCE (Households (000) & %)		{				12,800 15.7		15.0* 25 *		16.3* 27 *		9,860 12.1		12.7* 21 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		%		26 13.9		16.2 16.2		16.3 16.3		16.3 16.3		13.0 13.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.8	52.6	53.8	55.2	56.1	57.6	58.9	60.2	59.4	58.7	56.9	56.3	56.7	57.0
		WK. 2	58.2	60.0	60.2	61.1	59.8	59.7	59.6	59.5	59.5	59.5	59.5	59.3	56.4	54.9

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL GAME, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. OCT.24, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.17, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,300  
(Households (000) & %) { 6.5

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT.

AVERAGE AUDIENCE { 5,130  
(Households (000) & %) { 6.3  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 6.3

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {  
(Households (000) & %) {

12,960  
15.9

## NBC TV

SATURDAY NIGHT  
(11:30-11:49PM)  
(SUSTAINING 11:49-1:00AM)

AVERAGE AUDIENCE { 7,170  
(Households (000) & %) { 8.8  
SHARE OF AUDIENCE % 10.0\*  
AVG. AUD. BY ¼ HR. % 26  
26 \*  
10.2 9.8 9.6 7.8 7.1 6.3

TOTAL AUDIENCE { 5,220  
(Households (000) & %) { 6.4

## ABC TV

ABC WEEKEND  
REPORT-SAT.  
(OP)

AVERAGE AUDIENCE { 5,130  
(Households (000) & %) { 6.3  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 6.3 6.4

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {  
(Households (000) & %) {

12,710  
15.6

## NBC TV

BOB-RAY-GILDA-JANE-LARAIN  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 6,360  
(Households (000) & %) { 7.8  
SHARE OF AUDIENCE % 8.9\*  
AVG. AUD. BY ¼ HR. % 22  
22 \*  
9.0 8.8 9.0 8.0\* 6.2\*  
23 \*  
5.8

TV HOUSEHOLDS USING TV WK. 1	WK. 2	51.2	46.9	39.5	36.8	34.5	31.6	28.6	26.1	23.5	22.4	19.7	16.8	14.7	13.4	12.2	10.8
(See Def. 1)		48.8	46.7	41.7	38.3	36.1	32.5	29.2	27.4	24.5	22.6	20.1	18.0	16.1	14.1	12.3	11.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.SAT. OCT.24, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.18, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,610 16.7				28,280 34.7											
	ABC TV			ABC NEWS CLOSEUP (7:10-8:10PM)(OP)(-OP)							NFL FOOTBALL SPECIAL LOS ANGELES VS DALLAS (8:00-11:24PM)(OP) (SUSPENDING 11:24-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	7,660 9.4	9.9*		8.9*	15,160 18.6	15.5*		17.8*		19.5*		19.4*		19.0*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	15 10.2	16* 9.5		14* 8.7	30 14.0	25* 17.1		28* 18.1		30* 19.2		30* 18.7		30* 18.9		32* 19.3
K 2	TOTAL AUDIENCE (Households (000) & %)	{	28,850 35.4				18,090 22.2	22,250 27.3		21,030 25.8		22,820 28.0		21,520 26.4				
	CBS TV			60 MINUTES (7:10-8:10PM)(OP)(-OP)				ARCHIE BUNKER'S PLACE (8:10-8:40PM) (OP)(-OP)	ONE DAY AT A TIME (8:40-9:10PM) (OP)(-OP)		ALICE (9:10-9:40PM) (OP)(-OP)		JEFFERSONS (9:40-10:10PM) (OP)(-OP)		TRAPPER JOHN, M.D. (10:10-11:10PM) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	20,620 25.3	24.1*		25.8*	16,220 19.9	18,500 22.7		19,070 23.4		20,130 24.7		17,520 21.5		21.9*		21.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	41 22.9	40* 24.5		41* 25.4	30 19.6	34 19.5		35 20.5		38 23.1		37 22.7		36* 24.2		37* 21.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,800 15.7		13,280 16.3		19,320 23.7			19,800 24.3								
	NBC TV			FLINTSTONES	HERE'S BOOMER			CHIPS (OP)							NBC MOVIE OF THE WEEK-SUN NASHVILLE GRAB(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	10,270 12.6		12,230 15.0		15,730 19.3	18.3*		20.3*		15.8	15.8*		16.3*		16.0*	15.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	21 11.4		24 13.8		29 14.3	28* 15.6		30* 20.6		25 15.7	24* 15.8		25* 16.2		26* 16.4	26* 15.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		28,280 34.7							19,400 23.8				12,060 14.8			
	ABC TV			(1) (-OP)				TODAY'S FBI (7:21-9:21PM) (OP)(-OP)					WHATEVER BECAME OF... (OP) (9:21-10:21PM)(-OP)		THREE'S COMPANY(B) (R)(SUS-OP)(OP) (10:21-10:51PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{		18,010 22.1		20.1*		23.6*		23.3*		15,160 18.6		18.0*		10,600 13.0		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%		32 17.3		29* 19.1		35* 21.1		34* 23.2		27 17.0		26* 17.6		22 20.1		22.8
K 2	TOTAL AUDIENCE (Households (000) & %)	{	26,810 32.9				19,230 23.6	18,830 23.1		21,430 26.3		21,270 26.1		21,270 26.1				
	CBS TV			60 MINUTES				ARCHIE BUNKER'S PLACE (8:10-8:40PM)(OP)	ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	18,750 23.0	19.4*		26.5*	17,030 20.9	17,120 21.0		18,580 22.8		19,480 23.9		17,030 20.9		20.7*		21.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	33 15.6	28* 23.1		39* 27.0	30 20.9	30 21.0		33 21.2		36 23.7		36 23.3		34* 24.5		38* 20.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			11,650 14.3		17,030 20.9			19,150 23.5								
	NBC TV			(2) (-OP)				HERE'S BOOMER (7:32-8:00PM)(OP)	CHIPS (OP)						NBC MOVIE OF THE WEEK-SUN TWIN(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		15.4*		9,700 11.9	13,200 16.2	15.8*		16.6*		12,880 15.8	15.3*		15.8*		16.1*	16.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%		23* 14.1		17 16.7	23 11.6	23* 12.2		24* 15.2		25 14.3	22* 16.3		24* 16.0		26* 15.5	29* 16.0
TV HOUSEHOLDS USING TV		WK. 1	59.0	61.0	62.0	63.1	64.5	65.1	66.1	67.2	67.3	66.7	66.6	65.5	63.0	60.2	58.4	56.5
(See Def. 1)		WK. 2	68.9	69.1	68.7	69.0	68.5	69.0	69.6	69.6	69.4	69.0	66.9	66.3	63.0	59.9	56.5	53.3

U.S. TV Households: 81,500,000

(1) WORLD SERIES GAME #5, NEW YORK YANKEES VS LOS ANGELES, NBC, (4:45-7:21PM)(S)

A-17(2) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. OCT.25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.18, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.9	44.8	36.0	30.1	24.9	22.2	19.4	16.6	14.6	12.8	10.7	9.5	8.0	6.8	5.9
		WK. 2	45.5	39.9	32.3	26.8	22.8	20.3	17.5	14.3	12.5	11.4	10.2	9.4	7.8	6.8	5.8
																	4.7

U.S. TV Households: 81,500,000

(1)NFL FOOTBALL SPECIAL, LOS ANGELES VS DALLAS, ABC,(8:00-11:24PM)(SUSTAINING 11:24-11:38PM)(S)

For explanation of symbols, See page A.

EVE.SUN. OCT.25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 12-16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,970 6.1				4,810 5.9											
	ABC TV			GOOD MORNING, AMERICA-700 (SUS)	GOOD MORNING, AMERICA-730			GOOD MORNING, AMERICA-800 (SUS)	GOOD MORNING, AMERICA-830										
	AVERAGE AUDIENCE (Households (000) & %)			3,830 4.7				3,910 4.8											
	SHARE OF AUDIENCE %			28				26											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	1,140 1.4		3,990 4.9										3,180 3.9		4,560 5.6			
	CBS TV			WAKE UP	MORNING-KURALT & SAWYER									ONE DAY AT A TIME-M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	900 1.1		1,870 2.3	2.0*			2.3*		2.5*				2,690 3.3		3,910 4.8			
	SHARE OF AUDIENCE %	8		13	12 *			13 *		13 *				17		25			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,890 6.0				5,130 6.3						2,200 2.7		3,260 4.0			
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	TODAY SHOW-7.30AM (PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	TODAY SHOW-8.30AM (PARTICIPATING)					LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			3,750 4.6				4,240 5.2						1,870 2.3		2,850 3.5			
	SHARE OF AUDIENCE %			28				28						12		18			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			5,380 6.6				5,300 6.5											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-730 (PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			4,320 5.3				4,320 5.3											
	SHARE OF AUDIENCE %			32				28											
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	1,220 1.5		3,910 4.8										3,100 3.8		4,320 5.3			
	CBS TV			WAKE UP	MORNING-KURALT & SAWYER									ONE DAY AT A TIME-M-F		ALICE-M-F			
	AVERAGE AUDIENCE (Households (000) & %)	980 1.2		1,870 2.3	2.1*			2.2*		2.6*				2,610 3.2		3,590 4.4			
	SHARE OF AUDIENCE %	9		13	13 *			12 *		14 *				17		23			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			4,240 5.2				4,650 5.7						2,200 2.7		3,020 3.7			
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	TODAY SHOW-7.30AM (PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	TODAY SHOW-8.30AM (PARTICIPATING)					LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			3,260 4.0				3,830 4.7						1,790 2.2		2,690 3.3			
	SHARE OF AUDIENCE %			24				25						12		17			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	9.0	11.1	13.0	14.5	16.2	17.0	17.9	18.3	18.3	18.5	18.7	19.1	18.7	19.0	19.1	19.4
				8.6	10.7	13.1	14.7	16.0	17.3	18.1	18.7	18.8	19.0	19.0	19.0	18.6	19.0	19.0	19.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 19-23, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 12-16, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	{ 6,190 7.6				5,870 7.2		6,680 8.2		10,350 12.7				10,840 13.3			
ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)	{ 4,480 5.5				4,890 6.0		5,620 6.9		7,990 9.8				8,720 10.7			10.9*
SHARE OF AUDIENCE %	28	5.1* 26 *		5.9* 29 *	26	6.3	28	7.0	35	9.3* 34 *		10.3* 37 *	38	10.5* 37 *		39 *
AVG. AUD. BY ¼ HR.	4.9	5.3	5.7	6.0	5.7	6.3	6.9	7.0	8.9	9.7	10.3	10.4	10.4	10.5	10.8	10.9
TOTAL AUDIENCE (Households (000) & %)	{ 5,050 6.2		5,950 7.3				7,740 9.5				7,500 9.2				5,620 6.9	
CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR TOMORROW	
AVERAGE AUDIENCE (Households (000) & %)	{ 4,320 5.3		5,220 6.4				5,870 7.2	6.9*			5,460 6.7				5,050 6.2	
SHARE OF AUDIENCE %	27		31				29	29 *		7.5* 30 *	6.5*	6.5*		6.9* 24 *	22	
AVG. AUD. BY ¼ HR.	5.0	5.6	6.3	6.6			6.6	7.2	7.4	7.4	6.5	6.4	6.9	6.9	6.1	6.2
TOTAL AUDIENCE (Households (000) & %)	{ 4,160 5.1		3,500 4.3		2,280 2.8		3,180 3.9		5,710 7.0				4,400 5.4			
NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD (MTUTHF)(S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.5		3,100 3.8		1,870 2.3		2,770 3.4		4,080 5.0				3,420 4.2			4.2*
SHARE OF AUDIENCE %	23		19		10		14		18	4.9* 18 *		5.1* 18 *	15	4.2* 15 *		15 *
AVG. AUD. BY ¼ HR.	4.4	4.5	3.8	3.8	2.3	2.4	3.3	3.4	4.9	5.0	5.1	5.2	4.3	4.2	4.3	4.2

WEEK 2

TOTAL AUDIENCE (Households (000) & %)	{ 6,190 7.6				5,950 7.3		6,520 8.0		10,020 12.3				10,600 13.0			
ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)	{ 4,320 5.3				5,130 6.3		5,710 7.0		7,660 9.4				8,310 10.2			10.5*
SHARE OF AUDIENCE %	27	4.8* 25 *		5.7* 27 *	27	6.6	28	7.1	34	9.0* 32 *		9.8* 35 *	36	9.9* 35 *		37 *
AVG. AUD. BY ¼ HR.	4.7	5.0	5.5	5.9	6.0	6.6	6.8	7.1	8.7	9.2	9.7	9.8	9.7	10.0	10.4	10.6
TOTAL AUDIENCE (Households (000) & %)	{ 5,380 6.6		6,280 7.7				7,420 9.1				7,090 8.7				5,540 6.8	
CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				SEARCH FOR TOMORROW	
AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.4		5,380 6.6				5,540 6.8	6.7*			5,300 6.5				4,730 5.8	
SHARE OF AUDIENCE %	28		32				28	29 *		7.0* 28 *	6.3*	6.3*		6.7* 24 *	20	
AVG. AUD. BY ¼ HR.	5.3	5.5	6.3	6.8			6.6	6.8	6.9	7.1	6.4	6.2	6.8	6.7	5.7	6.0
TOTAL AUDIENCE (Households (000) & %)	{ 4,080 5.0		3,830 4.7		2,200 2.7		3,020 3.7		5,130 6.3				4,160 5.1			
NBC TV	WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES (TU-F)(OP)(S)(OP)				ANOTHER WORLD (TU-F)(S)(OP)			
AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.3		3,260 4.0		1,870 2.3		2,610 3.2		3,830 4.7				3,260 4.0			4.0*
SHARE OF AUDIENCE %	22		19		10		13		18	4.5* 17 *		4.8* 18 *	15	4.0* 15 *		15 *
AVG. AUD. BY ¼ HR.	4.2	4.4	4.0	4.0	2.2	2.4	3.1	3.3	4.6	4.5	4.8	4.8	4.0	4.0	4.0	3.9

TV HOUSEHOLDS USING TV WK. 1	19.6	20.4	20.7	21.6	23.1	24.3	24.8	25.7	27.0	28.0	28.1	28.3	28.4	28.4	27.8	28.3
(See Def. 1) WK. 2	19.1	19.5	20.5	21.9	23.2	24.6	24.6	26.0	27.1	28.1	27.6	27.6	27.3	27.8	28.0	28.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 19-23, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 12-16, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,060 14.8				4,890 6.0										11,330 13.9	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT (SUS-OP)				(S)(OP)						ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,620 11.8	11.6*			4,160 5.1										9,780 12.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	38 11.4	39* 11.8		12.0 12.0	38* 5.4	16 4.9									23 11.8	12.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,500 9.2				2,850 3.5										12,230 15.0	
	CBS TV		GUIDING LIGHT (OP)				UP TO THE MINUTE										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,110 7.5	7.3*			2,200 2.7										10,680 13.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.1	25* 7.5		7.6* 7.7	9 7.5	2.7 2.8									25 12.8	13.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,670 4.5														10,020 12.3	
	NBC TV		TEXAS (MTUHF) (S)(OP)									(S)(OP) (SUS-OP)					NBC NIGHTLY NEWS (MTUHF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,450 3.0	2.9*			3.1* 10*										8,800 10.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.9	10* 2.9		3.0 3.2	10* 3.2										22 10.6	11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,060 14.8				5,050 6.2										11,330 13.9	
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{	9,370 11.5	11.2*			4,400 5.4										9,860 12.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	38 11.1	38* 11.3		11.7* 11.6	17 11.9	5.3 5.5									23 11.8	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,580 9.3				2,850 3.5										11,410 14.0	
	CBS TV		GUIDING LIGHT (OP)				UP TO THE MINUTE					(S)(OP)					CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.4	7.2*			2,360 2.9										10,020 12.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.1	25* 7.4		7.6* 7.6	9 7.5	2.9 2.9									23 12.2	12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,260 4.0														11,410 14.0	
	NBC TV		TEXAS (TU-F) (S)(OP)									(S)(OP)					NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,280 2.8	2.7*			2.9* 10*										9,780 12.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 2.8	10* 2.7		2.8 2.9	10* 2.9										22 11.7	12.3
TV HOUSEHOLDS USING TV		WK. 1	29.1	30.4	31.6	33.0	31.5	32.7	34.3	36.2	38.3	40.8	42.8	45.5	48.6	50.8	51.8	53.8
(See Def. 1)		WK. 2	29.3	30.5	31.8	32.8	32.0	32.5	32.9	35.1	36.9	39.5	41.8	45.2	48.8	51.3	53.0	54.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 19-23, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 17, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,830 4.7		4,320 5.3		4,810 5.9		6,520 8.0		6,110 7.5		8,150 10.0	
	ABC TV						SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,020 3.7		3,260 4.0		4,160 5.1		5,710 7.0		4,890 6.0		6,850 8.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 3.2	4.3	22 3.8	4.3	26 4.7	5.4	32 7.0	7.1	28 5.8	6.3	36 8.4	8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,200 2.7		3,590 4.4		3,670 4.5		6,440 7.9		6,760 6.3		6,520 8.0	
	CBS TV						KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		POPEYE/OLIVE COMEDY SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,870 2.3		2,530 3.1		3,260 4.0		5,220 6.4		5,710 7.0		5,460 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 2.2	2.4	18 2.9	3.2	20 3.9	4.1	28 6.0	6.8	28 6.6	7.4	26 6.7	6.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					1,710 2.1		5,540 6.8		7,340 9.0		4,480 5.5		6,190 7.6		4,080 5.0	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)	FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,470 1.8		4,480 5.5		6,110 7.5		3,750 4.6		4,970 6.1		3,180 3.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 1.5	2.1	34 4.7	6.2	38 7.6	7.4	21 4.7	4.4	26 6.0	6.2	16 4.0	3.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,200 2.7		2,450 3.0		4,400 5.4		6,280 7.7		5,620 6.9		6,440 7.9	
	ABC TV						SUPERFRIENDS (OP)		HEATHCLIFF & MARMADUKE		FONZ AND HAPPY DAYS GANG		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,710 2.1		1,960 2.4		3,830 4.7		5,540 6.8		4,560 5.6		5,300 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					15 1.8	2.4	13 2.2	2.7	24 4.2	5.2	30 6.5	7.1	25 5.9	5.4	28 6.3	6.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,870 2.3		2,450 3.0		3,910 4.8		6,760 8.3		8,230 10.1		6,360 7.8	
	CBS TV						KWICKY KOALA SHOW (OP)		TROLLKINS (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		POPEYE/OLIVE COMEDY SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,470 1.8		1,870 2.3		3,100 3.8		5,220 6.4		6,850 8.4		5,380 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					15 1.5	2.1	14 2.1	2.5	18 3.5	4.0	27 5.7	7.0	33 8.4	8.4	26 6.8	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,690 3.3		6,030 7.4		7,660 9.4		5,950 7.3		5,050 6.2		4,730 5.8	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (SUS)	FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPACE STARS I	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,120 2.6		5,130 6.3		6,520 8.0		4,810 5.9		4,160 5.1		4,080 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 2.2	3.0	41 5.7	6.8	40 8.1	7.9	26 6.2	5.7	21 5.3	4.9	20 5.0	5.0
TV HOUSEHOLDS USING TV			WK. 1	5.6	6.7	8.5	10.0	11.5	13.2	15.7	18.2	20.0	21.1	22.2	23.4	24.0	25.3	25.4
(See Def. 1)			WK. 2	5.4	6.0	7.0	8.7	10.6	13.2	15.0	17.2	19.9	21.7	23.4	24.7	25.3	25.0	25.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. OCT. 24, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 17, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,710 7.0		{ 4,400 5.4		{ 4,400 5.4		{ 5,540 6.8		{ 11,900 14.6									
	ABC TV	GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		ABC WEEKEND SPECIALS THE GHOST OF THOMAS KEMP, PART 2		AMERICAN BANDSTAND '81		ABC WIDE WORLD-SPORTS SAT MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,890 6.0		{ 3,750 4.6		{ 3,830 4.7		{ 3,180 3.9		{ 7,010 8.6		{ 7.2* 21 *		{ 8.9* 25					
	SHARE OF AUDIENCE %	{ 24 6.1		{ 18 4.5		{ 18 4.4		{ 14 4.0		{ 24 4.8		{ 7.7		{ 8.5					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,520 8.0		{ 5,790 7.1		{ 6,360 7.8		{ 5,710 7.0		{ 5,950 7.3		{ 3,670 4.5							
	CBS TV	BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,710 7.0		{ 5,050 6.2		{ 5,220 6.4		{ 4,810 5.9		{ 5,050 6.2		{ 2,690 3.3							
	SHARE OF AUDIENCE %	{ 27 7.2		{ 23 6.5		{ 24 6.3		{ 22 5.7		{ 21 6.3		{ 11 3.8		{ 2.9					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,400 5.4		{ 5,540 6.8		{ 3,670 4.5		{ 2,200 2.7		{ 22,740 27.9									
	NBC TV	SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		NAT'L LEAGUE CHAMP GM 4 MONTREAL VS LOS ANGELES (1:00-4:27PM)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.5		{ 4,650 5.7		{ 2,850 3.5		{ 2,040 2.5		{ 10,680 13.1		{ 8.3* 29 *		{ 12.3* 41 *		{ 12.7* 39 *		{ 13.3* 38 *	
	SHARE OF AUDIENCE %	{ 18 4.5		{ 23 5.7		{ 13 3.8		{ 9 2.4		{ 39 6.8		{ 29 *		{ 41 *		{ 39 *		{ 38 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,110 7.5		{ 6,280 7.7		{ 6,190 7.6		{ 21,110 25.9											
	ABC TV	GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		ABC WEEKEND SPECIALS ARTHUR THE KID		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.9		{ 5,130 6.3		{ 5,050 6.2		{ 9,780 12.0		{ 10.1* 34 *		{ 11.2* 37 *		{ 11.3* 36 *		{ 13.3* 40 *			
	SHARE OF AUDIENCE %	{ 24 5.8		{ 22 6.5		{ 20 5.8		{ 38 7.2		{ 34 *		{ 37 *		{ 36 *		{ 40 *			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,790 7.1		{ 4,810 5.9		{ 4,730 5.8		{ 6,440 7.9		{ 6,360 7.8		{ 3,750 4.6							
	CBS TV	BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		TOM AND JERRY COMEDY SHOW (OP)		NEW FAT ALBERT SHOW (OP)		30 MINUTES							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,730 5.8		{ 3,990 4.9		{ 3,910 4.8		{ 5,130 6.3		{ 5,300 6.5		{ 3,020 3.7							
	SHARE OF AUDIENCE %	{ 23 6.2		{ 19 4.9		{ 18 4.7		{ 22 6.2		{ 21 6.4		{ 12 3.5		{ 3.9					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,560 5.6		{ 5,620 6.9		{ 5,050 6.2		{ 3,910 4.8											
	NBC TV	SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE											
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,080 5.0		{ 4,730 5.8		{ 4,160 5.1		{ 3,100 3.8											
	SHARE OF AUDIENCE %	{ 19 5.0		{ 23 5.5		{ 19 5.2		{ 14 3.9		{ 3.7									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.1	26.5	26.7	26.8	26.4	26.4	26.8	27.6	28.9	30.8	30.1	31.4	31.9	32.8	33.5	34.7	
		WK. 2	25.8	25.5	25.4	26.3	26.4	27.2	28.3	29.3	30.3	31.8	31.8	32.5	32.6	33.2	33.8	35.3	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. OCT. 24, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 17, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	22,660 27.8																
	ABC TV	ABC WIDE WORLD-SPORTS SAT MULTI-SEGMENT TELECAST~																
	AVERAGE AUDIENCE (Households (000) & %)	9,860																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	9.6	9.5	6.2	6.4	7.9	10.3	12.6	13.1	14.0	12.9	13.0	13.5	14.0	13.6	13.7	13.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	7,740 9.5																
	CBS TV	CBS SPORTS SPECIAL																
	AVERAGE AUDIENCE (Households (000) & %)	3,420																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	4.2	3.5*					3.5*		3.8*		5.3*				8,070		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	11,410 14.0																
	NBC TV	NAT'L LEAGUE CHAMP GM 4 MONTREAL VS LOS ANGELES (1:00-4:27PM)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	5,380																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14.5	14.6	16.0	15.8	15.4	8.3	7.6	7.2	6.8	6.3	6.0	5.7	5.6		5,300		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	13,860 17.0																
	ABC TV	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	11,980																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14.2	14.5	15.4	6.4	17.8	21.0	23.3	24.5	26.1	26.6	27.8	28.4	28.4	29.1	29.7	30.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	15,400 18.9																
	CBS TV	SPORTSWORLD-SAT (4:27-6:06PM)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	23,150																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14.4*	14.7						23.9*		26.4*		28.1*		28.8*		29.9*	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	18,960 47.8																
	NBC TV	WORLD SERIES GAME #4 NY YANKEES VS LOS ANGELES (4:18-8:03PM)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)	14,830																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	14.4*	41 *	42		49	57		57 *		58 *		59 *		57 *		56 *	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	5,050 6.2																
	CBS TV	CBS SPORTS SATURDAY																
	AVERAGE AUDIENCE (Households (000) & %)	2,280																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.8	2.5*					2.5*		2.8*		3.2*				6,030		
WEEK 8	TOTAL AUDIENCE (Households (000) & %)	7,250 8.9																
	NBC TV	CBS SAT. NEWS-SCHIEFFER																
	AVERAGE AUDIENCE (Households (000) & %)	6,030																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	6	6 *					6 *		6 *		6 *				7.2	7.6	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)	5,710 7.0																
	CBS TV	NBC NIGHTLY NEWS-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	4,560																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	5.6													10	5.3	6.0	
TV HOUSEHOLDS USING TV		WK. 1	35.0	35.0	35.1	35.5	36.5	37.0	37.6	39.1	40.1	41.3	41.5	42.7	45.1	47.2	48.0	49.7
(See Def. 1)		WK. 2	36.5	36.5	36.4	36.3	38.3	41.2	43.1	44.8	46.4	47.4	49.9	50.5	51.6	53.9	55.8	57.2

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL POST GAME, ABC, MULTI-SEGMENT TELECAST

A-31 (2) WORLD SERIES PRE GAME #4, ABC, MULTI-SEGMENT TELECAST(S)

For explanation of symbols, See page A.

DAY SAT. OCT. 24, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 18, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,850 3.5 KIDS ARE PEOPLE TOO I
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																2,200
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																2.7 11 2.5 2.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																6,930 8.5
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,080
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																5.0 4.0* 5.3* 5.8* 26 24 * 26 * 26 * 3.8 4.3 5.1 5.4 6.4 5.3
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																9,540 11.7
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,750
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																4.6 3.2* 15 12 * 2.9 3.5
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																8,800 10.8
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,130
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																6.3 5.6* 7.0* 6.3* 26 24 * 29 * 25 * 5.4 5.9 7.1 7.0 6.6 5.9
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																9,540 11.7
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,750
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																4.6 3.2* 15 12 * 2.9 3.5

TV HOUSEHOLDS USING TV	WK. 1	4.0	4.8	5.6	7.0	9.0	11.3	12.8	15.1	16.6	17.9	20.0	22.4	23.5	23.5	23.6	23.9
(See Def. 1)	WK. 2	8.4	10.4	11.8	13.4	15.5	17.2	19.4	21.8	23.9	24.3	24.3	24.6	25.2	26.4	27.0	27.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. OCT. 25, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 18, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)		2,690 3.3		2,120 2.6		3,420 4.2		3,020 3.7									
ABC TV		KIDS ARE PEOPLE TOO !! (OP)		ANIMALS, ANIMALS, ANIMALS (SUS-OP)		ISSUES AND ANSWERS		COLLEGE FOOTBALL '81		DIRECTIONS (SUS)							
AVERAGE AUDIENCE (Households (000) & %)		1,960 2.4		1,710 2.1		2,530 3.1		2,450 3.0									
SHARE OF AUDIENCE %		9		8		11		9									
AVG. AUD. BY ¼ HR.		2.6	2.1	2.1	2.1	3.0	3.1	2.8	3.2								
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,260 4.0				7,660 9.4		29,500 36.2							
	CBS TV			FACE THE NATION				CBS NFL FTBL PRE		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)			2,280 2.8				5,710 7.0		14,910 18.3	13.9*		16.9*		18.4*		18.2*
	SHARE OF AUDIENCE %			10				23		43	38 *		42 *		44 *		42 *
1	AVG. AUD. BY ¼ HR.			2.6	3.0			5.8	8.3	12.7	15.0	16.8	17.1	18.0	18.8	18.1	18.4
	TOTAL AUDIENCE (Households (000) & %)					4,320 5.3		5,950 7.3		22,490 27.6							
	NBC TV					MEET THE PRESS		NFL '81-NBC PRE		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)					3,020 3.7		4,160 5.1		9,860 12.1	11.3*		12.6*		12.0*		12.8*
W E E K 2	SHARE OF AUDIENCE %					14		17		29	31 *		32 *		29 *		30 *
	AVG. AUD. BY ¼ HR.					3.6	3.9	4.4	5.8	10.5	12.0	12.8	12.5	12.4	11.5	12.3	13.3
	TOTAL AUDIENCE (Households (000) & %)									4,080 5.0		3,100 3.8					
	ABC TV					NEW YORK CITY MARATHON MULTI-SEGMENT TELECAST~ (-OP)				ISSUES AND ANSWERS (1:11-1:41PM) (-OP)(OP)		COLLEGE FOOTBALL '81 MULTI-SEGMENT TELECAST~(OP)					
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)									3,260 4.0		2,770 3.4					
	SHARE OF AUDIENCE %									10		8					
	AVG. AUD. BY ¼ HR.		3.8	4.0*	4.5	4.5*	5.0	5.4	5.9	4.2	4.0	3.8	3.1				
	TOTAL AUDIENCE (Households (000) & %)			4,080 5.0						26,240 32.2							
W E E K 2	CBS TV			FACE THE NATION				CBS NFL FTBL PRE		CBS NFL FTBL GM 1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)			3,260 4.0				5,620 6.9		12,880 15.8	12.2*		15.3*		16.7*		16.2*
	SHARE OF AUDIENCE %			13				20		36	32 *		38 *		39 *		37 *
	AVG. AUD. BY ¼ HR.			4.0	3.9			6.2	7.7	10.8	13.5	14.8	15.7	16.3	17.0	16.8	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,770 3.4		5,130 6.3		17,850 21.9							
	NBC TV					MEET THE PRESS		NFL '81-NBC PRE		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~							
	AVERAGE AUDIENCE (Households (000) & %)					2,120 2.6		3,750 4.6		8,390 10.3	8.0*		9.5*		9.9*		10.4*
	SHARE OF AUDIENCE %					8		14		25	22 *		25 *		24 *		25 *
TV HOUSEHOLDS USING TV	AVG. AUD. BY ¼ HR.					2.6	2.6	4.1	5.0	7.1	8.9	9.4	9.8	9.7	10.1	10.1	10.7
	WK. 1		25.8	26.7	27.3	28.4	28.3	29.4	31.5	33.9	36.3	39.0	40.4	40.7	41.2	41.3	41.6
	(See Def. 1)		27.9	29.4	29.1	29.1	30.5	31.7	33.2	34.8	37.1	38.6	39.2	40.6	42.2	43.6	43.4
	WK. 2																

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. OCT. 25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 18, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																7,090 8.7 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																6,030
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																7.4 14 7.1 7.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																24,210 29.7
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																11,980
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																14.7 30 2.1 13.0 12.8 13.9 14.5 14.1 14.0 14.6 15.0 15.4 16.0 16.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																15,240 18.7
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																8,640
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																10.6 22 11.0 11.0 11.2 9.5 9.3
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																13,940 17.1 36,590 44.9
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,890
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																6.0 13 5.4 6.5 15.8 19.7 23.1 24.9 27.7 26.3 25.7 26.1 28.1 30.9
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																5,130 6.3
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,020
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																3.7 7 1.9 3.5 5.3 5.0 4.7 4.9 5.6
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																7,170 8.8
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,160
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																5.1 9 5.0 4.7 4.9 5.6
WEEK 7	TOTAL AUDIENCE (Households (000) & %)																8,310 10.2
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,010
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																8.6 14 8.1 9.1
WEEK 8	TOTAL AUDIENCE (Households (000) & %)																28,360 34.8
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																10,840
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																11.1 26 10.9 11.3 11.4 12.8 7.1 12.3 13.4 14.0 14.0 12.8 10.8 12.0 12.9 12.9 13.6 13.8
TV HOUSEHOLDS USING TV WK. 1		45.3	46.1	46.8	47.2	47.9	48.2	48.5	48.1	48.5	48.2	48.1	50.1	51.9	54.4	56.0	57.6
(See Def. 1) WK. 2		44.3	46.2	48.0	49.5	50.5	49.8	50.3	51.3	52.8	55.1	56.9	58.3	60.3	62.1	63.6	66.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. OCT. 25, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2													
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %								
EVENING MONDAY																							
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.55PM	+GRID	31,620	38.8	16,790	20.6	33	20.4	18.4	17.2	15.3	30,320	37.2	15,320	18.8	33	18.1					
	2	9.00-12.17AM	+GRID																19.4*	34*	17.3*	33*	16.5
		11.00																					
		11.15																					
		11.30																					
		11.45																					
		12.00																					
		12.15																					
		12.15																					
		11.55-12.02AM	(SUS)																				
	2	12.17-12.22AM	(SUS)																				
CBS COUNTRY MUSIC AWARDS(S)	1	9.30-11.07PM	+GRID	24,860	30.5	16,950	20.8	31	19.9														
		11.00																					
NBC NBC NEWS UPDATE-2-M-F	1	9.50- 9.51PM	9.45	14,260	17.5	14,260	17.5	25	17.5														
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.46- 9.47PM	9.45																				
EVENING TUESDAY																							
ABC WORLD SERIES GAME #1(S)	2	8.13-11.09PM	+GRID	28,530	35.0	16,630	20.4	31			37,900	46.5	24,370	29.9	46	29.2							
		11.00																					
ABC WORLD SERIES PRE GAME #1(S)	2	8.00- 8.13PM	+GRID								18,660	22.9	17,850	21.9	37								
NBC AMER. LEAGUE CHAMP GM 1(S)	1	8.15-11.22PM	+GRID																				



				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			SHARE %	HOUSEHOLDS (000)	SHARE %				
EVENING SATURDAY																	
ABC WORLD SERIES GAME #4(S)	2	4.18- 8.03PM	→GRID 8.00								38,960	47.8	23,150	28.4	57	30.7	
ABC MAGGIE	2	8.03- 8.33PM	→GRID 8.30								16,140	19.8	12,960	15.9	27	15.0	
ABC MAKING A LIVING	2	8.33- 9.03PM	→GRID 9.00								14,510	17.8	12,470	15.3	26	18.9	
ABC ABC SPORTS UPDATE-SAT	1	8.51- 8.52PM	8.45	14,340	17.6	14,340	17.6	29	17.6		15,160	18.6	15,160	18.6	31	18.6	
	2	9.01- 9.02PM	9.00								22,900	28.1	18,420	22.6	38	22.5	
ABC LOVE BOAT	2	9.03-10.03PM	→GRID 10.00								17,280	21.2	17,280	21.2	37	21.2	
ABC ABC NEWSBRIEF-SAT.	1	10.01-10.02PM	10.00	13,860	17.0	13,860	17.0	30	17.0		18,170	22.3	14,670	18.0	33	18.6	
	2	10.02-10.03PM	10.00								11,410	14.0	11,410	14.0	23	14.0	
ABC FANTASY ISLAND	2	10.03-11.03PM	→GRID 11.00								10,020	12.3	10,020	12.3	21	12.3	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	12,230	15.0	12,230	15.0	25	15.0		6,930	8.5	6,930	8.5	14	8.5	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	8,150	10.0	8,150	10.0	17	10.0								
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC WORLD SERIES GAME #5(S)	2	4.45- 7.21PM	→GRID 7.15								36,590	44.9	21,520	26.4	45	23.8	
														30.0*	45*		
ABC TODAY'S FBI	2	7.21- 9.21PM	→GRID 9.15								28,280	34.7	18,010	22.1	32	21.5	
														23.4*	34*		
ABC ABC SPORTS UPDATE-SUN	1	7.58- 7.59PM	7.45	7,010	8.6	7,010	8.6	14	8.6		15,970	19.6	15,970	19.6	28	19.6	
	2	9.20- 9.21PM	9.15								19,400	23.8	15,160	18.6	27	20.1	
ABC WHATEVER BECAME OF...(S)	2	9.21-10.21PM	→GRID 10.15											20.1*	30*		
ABC ABC NEWSBRIEF-SUN.	1	9.52- 9.53PM	9.45	14,910	18.3	14,910	18.3	28	18.3		14,020	17.2	12,960	15.9	24	15.9	
	2	9.53- 9.55PM	9.45														
ABC BENSON(SUS)	2	10.51-11.21PM	10.45														
CBS CBS NFL FTBL GM 2	1	4.00- 6.47PM	→GRID 7.00	24,210	29.7	11,980	14.7	30		19.3							
									17.9								
CBS CBS NFL FTBL POST 2	1	7.06- 7.10PM	7.00	15,730	19.3	14,590	17.9	32									
CBS 60 MINUTES	1	7.10- 8.10PM	→GRID 8.00	28,850	35.4	20,620	25.3	41		26.0							
									20.5								
CBS ARCHIE BUNKER'S PLACE	1	8.10- 8.40PM	→GRID 8.30	18,090	22.2	16,220	19.9	30		25.0							
CBS ONE DAY AT A TIME	1	8.40- 9.10PM	→GRID 9.00	22,250	27.3	18,500	22.7	34									
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								15,160	18.6	15,160	18.6	27	18.6	
CBS ALICE	1	9.10- 9.40PM	→GRID 9.30	21,030	25.8	19,070	23.4	35		23.6							

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
CBS NEWSBREAK-SUN.	1	9.09- 9.10PM	9.00	17,440	21.4	17,440	21.4	32	21.4										
CBS JEFFERSONS	1	9.40-10.10PM	+GRID 10.00	22,820	28.0	20,130	24.7	38	26.3										
CBS TRAPPER JOHN, M.D.	1	10.10-11.10PM	+GRID 11.00	21,520	26.4	17,520	21.5	37	21.1										
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 7.20PM	+GRID 7.30							28,360	34.8	10,840	13.3	24	13.9				
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	12,470	15.3	12,470	15.3	23	15.3	11,250	13.8	11,250	13.8	20	13.8				
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.48- 9.49PM	9.45																
NBC NBC NEWS UPDATE-2-SUN.	1	9.51- 9.52PM	9.45	11,740	14.4	11,740	14.4	22	14.4										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.00							15,490	19.0	15,490	19.0	31	19.6	M-F			
	1	>	8.45	16,060	19.7	17,200	21.1	32	18.6						18.4	MON.			
			9.45						19.9						17.7	THU.			
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	6,190	7.6	4,890	6.0	16	6.7	7,250	8.9	6,030	7.4	23	8.3	TU-TH			
			11.45						5.2						6.6	TU-TH			
ABC VIEWPOINT(S)	1	11.30- 1.00AM	11.30	8,720	10.7	4,970	6.1	22	8.1										
			11.45				7.5*	21*	6.9										
			12.00						6.5										
			12.15						5.3										
			12.30						5.2										
			12.45						4.5										
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.13-12.43AM	12.00							7,740	9.5	6,520	8.0	25	9.2	FRI.			
			12.15												8.4	FRI.			
			12.30												7.5	FRI.			
			12.45																
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.10AM	12.00							4,080	5.0	4,240	5.2	20	5.2	TUE.			
ABC FANTASY ISLAND-12.00	1	12.00- 1.09AM	12.00	4,240	5.2	3,260	4.0	19	4.0										
	2	12.10- 1.19AM	12.00							3,910	4.8	2,280	2.8	14	2.9	TUE.			
			12.15						4.5				2.6*	11*	2.5	TUE.			
			12.30						4.1						2.9	TUE.			
			12.45						3.8				3.0*	15*	3.0	TUE.			
			1.00						3.4						2.8	TUE.			
			1.15												1.8	TUE.			
ABC FRIDAYS	1	12.00- 1.11AM	12.00	7,090	8.7	4,160	5.1	19	5.7										
			12.15						5.2										
			12.30						5.4										
			12.45						4.8										
			1.00						4.1										
ABC LOVE BOAT-12.00	2	12.00- 1.08AM	12.00							4,650	5.7	2,450	3.0	15	3.5	WED.			
			12.15										3.3*	14*	3.0	WED.			
			12.30												2.9	WED.			
			12.45										2.8*	15*	2.7	WED.			
			1.00												2.6	WED.			
ABC VEGA\$-12.00		12.00- 1.09AM	12.00	3,500	4.3	2,530	3.1	14	2.9	4,320	5.3	2,610	3.2	16	3.2	THU.			
			12.15						3.0				3.2*	14*	3.1	THU.			
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC VEGA\$-12.00-CONT'D			12.30						3.1	THU.						3.3	THU.
			12.45					3.2*	3.2	THU.				3.2*	18*	3.2	THU.
			1.00						3.1	THU.						3.0	THU.
ABC ABC NEWS:NIGHTLINE-MON	1	12.33- 1.03AM	12.30	4,730	5.8	3,670	4.5	22	5.0	MON.							
			12.45						4.3	MON.							
			1.00						3.6	MON.							
ABC FRIDAYS	2	12.43- 1.40AM	12.30								6,110	7.5	4,160	5.1	23	6.1	FRI.
			12.45													5.7	FRI.
			1.00													5.4	FRI.
			1.15													4.7	FRI.
			1.30													4.4	FRI.
ABC ABC NEWS:NIGHTLINE-MON	2	12.53- 1.23AM	12.45								3,990	4.9	3,020	3.7	20	4.3	MON.
			1.00													3.7	MON.
			1.15													3.2	MON.
ABC FRIDAYS-PART 2	1	1.11- 1.18AM	1.00	3,420	4.2	3,100	3.8	18	3.9	FRI.							
			1.15						3.8	FRI.							
	1	1.18- 1.29AM (SUS)															
ABC LOVE BOAT-12.00	1	1.00- 2.09AM	1.00	2,450	3.0	1,550	1.9	15	2.1	WED.							
			1.15						2.1*	WED.							
			1.30						1.7	WED.							
			1.45					1.7*	1.6	WED.							
			2.00						1.7	WED.							
CBS NEWSBREAK-M-F	1	>	8.45	13,450	16.5	13,280	16.3	25	16.3	M-F							
	2	8.58- 8.59PM	8.45								12,550	15.4	12,550	15.4	24	15.4	M-F
CBS LATE MOVIE I		>	11.30	8,230	10.1	5,300	6.5	22	7.3	M-F							
			11.45						7.0	M-F	8,390	10.3	5,220	6.4	22	7.1	M-F
			12.00						6.4	M-F						7.0*	20*
			12.15						6.1*	23*						6.9	M-F
			12.30						5.9	M-F						6.2	M-F
			12.45						5.5	M-F						5.9	M-F
			12.45 (SUS)						5.2	M-F						5.4	M-F
CBS LATE MOVIE II		>	12.30	4,080	5.0	3,260	4.0	23	4.4	M-F						5.9	M-F
			12.45						4.2	M-F	4,560	5.6	3,590	4.4	25	4.5	M-F
			1.00						3.9	M-F						5.2*	27*
			1.15						3.7	M-F						4.6	M-F
			1.30						3.4	MON.						4.3	M-F
			1.30 (SUS)													4.2	M-F
NBC NBC NEWS UPDATE-M-F	1	>	8.00	10,760	13.2	10,760	13.2	22	12.0	M-F							
	2	>	8.45						18.2	MON.	11,000	13.5	11,000	13.5	21	13.1	M-F
			9.00													14.1	TU&TH
NBC NBC NEWS UPDATE-2-M-F	2	9.58- 9.59PM	9.45								9,860	12.1	9,860	12.1	19	12.1	TU&TH
NBC TONIGHT SHOW		>	11.30	7,910	9.7	4,810	5.9	22	8.2	M-F							
			11.45						7.2	MTUWF	7,580	9.3	4,320	5.3	17	6.1	M-F
			12.00						6.4	MTUWF						5.8*	17*
			12.15						5.7	MTUWF						4.8*	18*
			12.30						5.6	TU-F						4.4	M-F
			12.45						4.6	TU-F							
CONT'D																	



## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW-CONT'D			1.00						4.2	THU.									
			1.15					3.9*	26*	3.7	THU.								
NBC SCTV COMEDY NETWORK	1	12.37- 2.06AM	12.30	4,160	5.1	1,790	2.2	11	3.4	FRI.	4,160	5.1	2,450	3.0	14	3.3	FRI.		
	2	12.30- 2.00AM	12.30											3.1*	12*	3.0	FRI.		
			12.45					3.2*	13*	3.0	FRI.					3.1	FRI.		
			1.00						2.3	FRI.						3.1	FRI.		
			1.15					2.0*	10*	1.6	FRI.			3.0*	14*	2.9	FRI.		
			1.30						1.8	FRI.						2.9	FRI.		
			1.45					1.9*	11*	2.0	FRI.			2.9*	16*	2.9	FRI.		
			2.00						1.9	FRI.									
NBC TOMORROW COAST TO COAST-1		>	12.30	2,450	3.0	1,960	2.4	15	2.9	M-TH	2,530	3.1	1,960	2.4	13	2.7	M-TH		
			12.45						2.8	M-W						2.2	M-TH		
			1.00						2.7	TU & W									
			1.15						2.6	TU & W									
			1.30						2.0	THU.									
			1.45						1.4	THU.									
NBC TOMORROW COAST TO COAST-2		>	1.00	1,710	2.1	1,220	1.5	14	1.6	M-TH	1,790	2.2	1,300	1.6	12	1.9	M-TH		
			1.15					1.6*	12*	2.1	M-W				1.8*	12*	1.7	M-TH	
			1.30						1.8	M-W						1.4	M-TH		
			1.45					2.0*	17*	1.8	M-W				1.8*	19*	1.7	M-TH	
			2.00						1.3	TU-TH									
			2.15					.9*	11*	.9	TU-TH								
			2.30						.7	THU.									
			2.45					.7*	10*	.7	THU.								
		VARIOUS TIMES	(SUS)																
DAY MONDAY-FRIDAY																			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,990	9.8	7,820	9.6	34	9.6	M-F	7,580	9.3	7,340	9.0	32	9.0	M-F		
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F		
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F		
ABC ABC SPEC REPORT(SUS)	1	4.19- 4.20PM	4.15							FRI.									
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	9,290	11.4	5,790	7.1	19	7.1	WED.									
			4.45					7.1*	20*	7.1	WED.								
			5.00						6.8	WED.									
			5.15					7.1*	18*	7.4	WED.								
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,650	5.7	4,400	5.4	26	5.4	M-F	4,810	5.9	4,650	5.7	27	5.7	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,130	6.3	4,890	6.0	19	6.0	M-F	5,130	6.3	4,970	6.1	19	6.1	M-F		
CBS BODY HUMAN:BOY/MAN(S)	2	4.30- 5.30PM	4.30								7,990	9.8	4,730	5.8	18	6.4	TUE.		
			4.45												6.2*	20*	5.9	TUE.	
			5.00													5.7	TUE.		
			5.15												5.5*	16*	5.3	TUE.	
NBC DAYS OF OUR LIVES-MON(B)	2	1.00- 1.23PM	1.00								5,380	6.6	4,810	5.9	19	5.8	MON.		
			1.15													6.0	MON.		

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	%			HOUSEHOLDS		HOUSEHOLDS	SHARE	%				
				(000)	%				(000)	%	%	(000)				%	(000)	%	
DAY MONDAY-FRIDAY-CONT'D																			
NBC NAT'L LEAGUE CHAMP GM 5(S)	2	1.23- 4.21PM	1.15 1.30 1.45 2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15								17,280	21.2	9,050	11.1	33	7.2 8.6 9.5 9.8 9.9* 10.0 11.0 11.5 11.1* 12.3 12.9* 14.1*	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.		
NBC AMER LEAGUE CHAMP GM 2(S)	1	2.00- 5.20PM	2.00 2.15 2.30 2.45 3.00 3.15 3.30 3.45	17,360	21.3	7,910	9.7	29	5.7	WED.									
							6.1*	22*	6.4	WED.									
									7.0	WED.									
							7.5*	26*	8.0	WED.									
									9.1	WED.									
							9.5*	29*	9.8	WED.									
									9.8	WED.									
							10.1*	28*	10.4	WED.									
			4.00 4.15 4.30 4.45 5.00 5.15						11.0 11.3 12.4 12.1 12.0 11.4	WED. WED. WED. WED. WED. WED.									
NBC NAT'L LEAGUE CHAMP GM 1(S)	1	4.00- 7.00PM	4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45 6.00 6.15 6.30 6.45	19,970	24.5	9,050	11.1	27	6.5	TUE.									
							7.0*	22*	7.4	TUE.									
									8.8	TUE.									
							9.2*	27*	9.6	TUE.									
									10.7	TUE.									
							11.2*	29*	11.6	TUE.									
									12.6	TUE.									
							12.8*	30*	13.0	TUE.									
									13.2	TUE.									
							13.0*	27*	12.9	TUE.									
									13.9	TUE.									
							13.7*	27*	13.4	TUE.									
NBC BASEBALL FILL(SUS)	1	5.20- 5.30PM	5.15							WED.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,670	4.5	3,340	4.1	27	4.1		2,200	2.7	1,960	2.4	16	2.4			
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	6,360	7.8	5,870	7.2	31	7.2		5,870	7.2	5,300	6.5	28	6.5			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	4,810	5.9	4,240	5.2	21	5.2		5,220	6.4	4,890	6.0	24	6.0			
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,320	5.3	3,670	4.5	18	4.5		5,050	6.2	4,730	5.8	19	5.8			
ABC NCAA FOOTBALL GAME	2	12.43- 3.48PM	GRID 3.30								21,110	25.9	9,780	12.0	38	15.4			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %						
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL PRE GAME	2	12.30-12.43PM	→GRID																
ABC NCAA FOOTBALL POST GAME	2	3.41- 3.56PM	→GRID 3.45																
ABC NCAA FOOTBALL PRE GAME	1	3.30- 3.44PM	3.30 3.45	4,810	5.9	4,730	5.8	16	6.0 -<<								15.0		
ABC WORLD SERIES PRE GAME #4(S)	2	4.00- 4.15PM	→GRID 4.15																
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,360	2.9	2,040	2.5	19	2.5										
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,020	3.7	2,770	3.4	19	3.4										
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,590	4.4	3,340	4.1	19	4.1										
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	6,030	7.4	5,620	6.9	29	6.9										
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,190	7.6	5,620	6.9	27	6.9										
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,870	7.2	5,300	6.5	25	6.5										
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,730	5.8	4,480	5.5	21	5.5										
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	5,130	6.3	4,650	5.7	22	5.7										
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,890	6.0	4,650	5.7	21	5.7										
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,730	5.8	4,400	5.4	18	5.4										
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,200	2.7	2,040	2.5	20	2.5										
NBC ASK NBC NEWS-09:28AM		9.28- 9.30AM	9.15	5,380	6.6	5,220	6.4	32	6.4										
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,560	5.6	4,400	5.4	22	5.4										
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,080	5.0	3,990	4.9	19	4.9										
NBC ASK NBC NEWS 12:28PM	1	12.28-12.30PM	12.15	2,610	3.2	2,530	3.1	12	3.1										
NBC ASK NBC NEWS-12:28PM	2	12.28-12.30PM	12.15																
NBC NAT'L LEAGUE CHAMP GM 4(S)	1	1.00- 4.27PM	→GRID 4.15	22,740	27.9	10,680	13.1	39											
							14.8*	39*	14.2										
DAY SUNDAY																			
ABC NEW YORK CITY MARATHON(S)	2	10.30- 1.09PM	→GRID 1.00																
ABC DEAR ALEX & ANNIE-11.25AM	1	11.25-11.29AM	11.15	1,870	2.3	1,630	2.0	7	2.0								4.3		
ABC SCHOOLHOUSE ROCK-11.55AM	1	11.55-11.59AM	11.45	1,870	2.3	1,630	2.0	7	2.0										
ABC SCHOOLHOUSE ROCK-11.55(SUS)	2	11.55-11.59AM	11.45																
ABC ISSUES AND ANSWERS	2	1.11- 1.41PM	→GRID 1.30																
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45																
CBS CBS NFL FTBL GM 1	1	1.00- 4.15PM	→GRID	29,500	36.2	14,910	18.3	43											
	2	1.00- 4.31PM	→GRID 4.00 4.15						19.8 14.6										
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SUNDAY-CONT'D																			
CBS CBS NFL FTBL GM 1-CONT'D			4.30														7.9		
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 3.54PM	→GRID	22,490	27.6	9,860	12.1	29				17,850	21.9	8,390	10.3	25			
	2	1.00- 4.13PM	→GRID						<<								12.6		
			4.00														3.2		
			4.15																
NBC NFL FOOTBALL POST-NBC	1	3.51- 4.00PM	3.45	10,760	13.2	8,310	10.2	22	10.2										